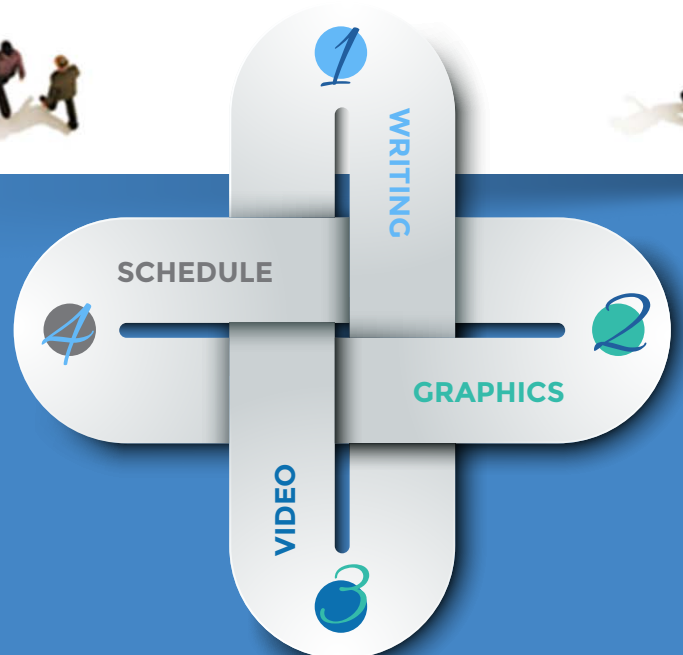




Your 2021 Small Business  
*Social Media  
Toolkit*

You own a business, so your most valuable resource is **time** – something you rarely have in excess. We get it. That's why we've assembled a few resources and pro tips to build your social media content creatively and efficiently, so you can get back to doing what you do.



Marketing is essential to your growth. One Part Social can help you stay in the loop about current trends and tools through our [monthly newsletter](#).

# 1 WRITING

Every writer has experienced the panic that can come from staring at a blank page. Getting **started** is truly the hardest part of putting pen to paper (or fingers to keyboard). Writing well takes time and practice.

## SUCCESSFUL SOCIAL MEDIA CONTENT:

### •• EXCITES

Write headlines that will halt the scroll and capture interest

### •• EDUCATES

Share information that adds to a conversation

### •• OFFERS VALUE

Be generous with tools and tips to engage your reader

### •• CALLS TO ACTION

Give your audience a clear directive to follow

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**WE ALSO LIKE TO RUN A QUICK CHECK**

on our content to make sure we are avoiding cliches and using accurate grammar.  
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# 2 GRAPHICS

Human beings want to see themselves in a **story** – that’s how our brains form emotional connections to a brand before we’ve even tried their product. Assembling the right image to accompany your writing is key to quality engagement.

## TOOLS FOR ON-THE-FLY SOCIAL GRAPHICS:

### •• CANVA

This is the ideal platform for a newcomer to the creative world. You never have to start from scratch because there are thousands of templates that are ready for you – and they’re already sized for each platform

### •• ADOBE SPARK

Are you comfortable working in Adobe design software but don’t have the time or money to invest? Adobe Spark is a free, simplified version combining many tools that will look familiar to you

### •• PIC MONKEY

In a pinch, this is the place to upload your images and add text quickly. Think memes, flash sales and color boosting



# VIDEO

We know, multimedia can be intimidating. But these days, you don't have to be a filmmaker to build sharp video content, and audiences are more likely to stop for **motion** than a static image.

IF YOU'RE NEW TO THE GAME, HERE'S WHAT YOU NEED TO KNOW:

- **DON'T OVERTHINK IT**  
Take the plunge. Your analytics will thank you
- **LEAN ON TEMPLATES**  
Most online video creators like [Biteable](#) give you a starting point and the ability to customize
- **KEEP IT SIMPLE**  
Applications like [Promo](#) and [Animoto](#) make it easy for you to find footage, insert text and add music. That's truly all you need.

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### DON'T FORGET THE 80-20 RULE:

80% of what you share should engage your audience by adding value, educating and delighting, and 20% of your content should promote your business.

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# SCHEDULE

You've done the hard part! You have your content at the **ready**, so sharing it shouldn't be what holds you up. There are many programs to choose from that will help you add all of your materials at once, and then pace their release according to your timing.

| PLATFORM                   | WINS  | HURDLES   |
|----------------------------|---|---|
| <b><u>SOCIAL PILOT</u></b> | Helpful keyword content creation, insightful measurement tools, strong customer service, competitively cost effective | Limited prompts to improve posting                  |
| <b><u>BUFFER</u></b>       | Easy to skim visual calendar, large media storage, insightful demographic analytics, ideal for small teams            | Limited conversation management                     |
| <b><u>HOOTSUITE</u></b>    | Allows more total accounts, supports YouTube and WordPress blogs, better for high volume businesses                   | Limited total users, uninviting dashboard interface |

*what's next?*

Now you get back to **business**, but this time you are armed with new ways of talking about your brand and the confidence of knowing that you are well represented on social media.

#### DID YOU FIND THIS TOOLKIT HELPFUL?

There's more where this came from. Sign up for our [newsletter](#) and follow us on social media for more tips to improve your small business social media channels.



•• **DON'T FORGET** – word of mouth is a powerful tool. Having a strong presence online will give your customers the opportunity to leave reviews, share your content and recommend you to their friends.