



Tips and Tricks for social media



Hootsuite

Hootsuite is a scheduling assistant that can be used to schedule post weeks in advance, leaving you more times to focus in other areas!



Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content.



Hashtagify helps you accelerate your business growth, brand awareness and marketing effectiveness through intelligent Hashtag Marketing.



Flipsnack is an amazing solution for magazine publishers that want to protect their content but turn it into an easy to read flipbook. You can create digital magazines, flyers and more with this.



Unsplash

Unsplash is a website dedicated to sharing stock photography. All photos on this website are royalty and copywrite free and can be used by anyone. Check this out if you need some generic photographs!



POWTOON

Powtoon company which sells cloud-based animation software for creating animated presentations and animated explainer videos.



Preview

Preview is officially approved by Instagram. Easily plan your posts, Reels, IGTVs and Instagram Stories. Find the best hashtags, caption ideas, presets, analytics, and more.



PIKTOCHART

Piktochart is a web-based graphic design tool and infographic maker.



How often should you post?



Instagram 3-7 times a week.



Facebook 1-2 times a day.



Twitter 1-5 times a day.



LinkedIn 1-5 times a day.

When and where to use hashtags

Putting your hashtags in the first comment on your Instagram posts rather than in the caption keeps your captions short and sweet while still making sure you get those vital hashtags in! Putting too many hashtags can look messy on a caption but this is a way of hiding the hashtags, so your caption is clean.

Hashtag Hours

Hashtag hours were created to build a buzz around certain subject online. Below is a table of different hashtag hours you can get involved with. Using these hashtags at these times can greater your audience by sharing your posts with others that have used it.

Don't forget it is now possible to follow hashtags so they're even more important for growing your reach!

MON	TUE	WED	THUR	FRI	SAT	SUN
12noon-1pm #UKBizLunch	7-8pm #Awardingpeoplehour	1-2pm #LocalLunch	1-2pm #ConstructionHour	10-11am #ConnectFriday	8-9.15am #SatChatUK	11-12noon #WeekendHour
2-3pm #SouthWestHour	7-8pm #SMEHourUK	1-2pm #UKLegalHour	7-8pm #PromotingWomen	2-3pm #BizHour	1-12noon #WeekendHour	7-8pm #LadiesCoffeeHour
3-4pm #B2BHour	8-9pm #FBLikeHour	7-8pm #RecruitHour	8-9pm #SouthWestHour	3-4PM #CakeClubHour		
4-5pm #4oClockVacancy	8.30-9.30pm #WiltshireHour	7.30 – 9.30pm #HandmadeHour	8-9pm #SomersetHour	7.30-8.30pm #SouthHamsHour		
7-8pm #amesburyhour	9-10pm #BlogHour	8-9pm #SalisburyHour	8-9pm #UKStartUpHour	8-9pm #RetailHourTime		



Understanding different Generations

Different generation expect different levels of content and interaction. Understanding the difference between each of them can mean you are able to hit different generations through a single post. Sometimes you may have to mix up your marketing to reach different ages ranges, having a good understanding of what each generation are more comfortable with will help with that

Characteristics	Maturists (1925-1945)	Baby Boomers (1946-1964)	Generation X (1965-1980)	Millennials (1981 to 1996)	Generation Z (1997 to Present)
Experiences	WWII Rationing Fixed Gender Roles	Cold War Post-War Boom Swinging Sixties	The Berlin Wall First PC Early Tech	9/11 PlayStation Social Media	Global Warming Mobile Devices Energy Crisis
Attitude to Tech	Digitally Disengaged	Digital Adaptors	Digital Immigrants	Digital Natives	Techoholics
Attitude to Career	Jobs are for life	Careers defined by employers	Loyal to profession	Work "with" organisations not "for"	Pop-up business, lots of career moves
Communication	Letter	Telephone	Personal Computer	Smart Phone	Google glass
Communication Preference	Face to face	Telephone or Email	Emil or Text	Text or social media	Facetime

Marketing Personas

It's important to know your demographic and the different marketing personas that your business appeals to. Knowing your marketing personas means you can personalise marketing towards the correct customer. Here are some factors to consider:

- Gender
- Name
- Age
- Where they live
- Marital Status
- Job Status
- Children
- Earnings
- Hobbies
- Interests
- Values
- Things they care about
- Job Title
- Budget owner
- Decision Maker
- Industry



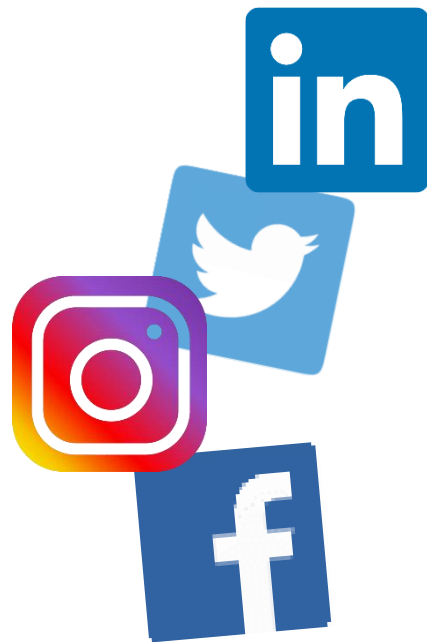


- Talents
- Politics

Ideas for Social Media posts

It can sometimes be hard to think of new ideas and creative ways to share your content. Here are a few ideas of posts you can use to spruce up your grid!

- Meet the team
- How you started your business
- Upcoming projects
- Client work
- Interesting statistics
- Motivational quotes
- Goals for the year
- Where you're based
- Videos using your products
- Testimonials
- Behind the scenes
- Find fact about the company
- Why you do what you do
- Giveaway
- The process of creating your product
- Offers you have on
- People using your product
- Quiz
- Promote your mailing list
- Share a blog
- Charities you support
- Tag a resource
- Call to action
- Run a poll
- 'Ask me anything'
- A day in the life
- Share a free resource
- Product pics
- When best to use your product
- A thank you to customers



If you have any questions or need any help, please email lily@salisburybid.co.uk.