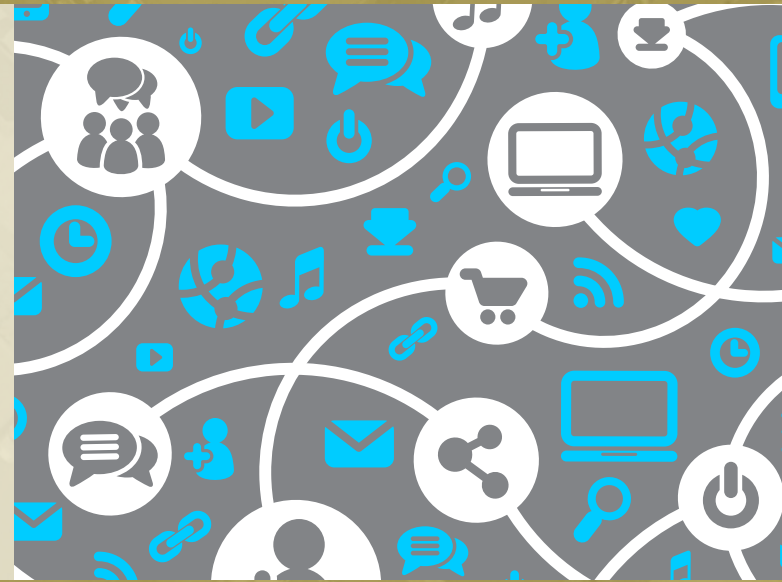


AN ECONOMIC DEVELOPER'S
GUIDE TO **SOCIAL MEDIA**
BEST PRACTICES



INTRODUCTION

Dear Economic Developer,

Thank you for downloading Golden Shovel Agency's Social Media Best Practices eBook. Within this eBook you will find information on top ranking social media platforms for 2021, how they can be leveraged to bring attention to your organization, and strategies for how to make your posts stand out from the crowd.

Social media platforms are constantly evolving and changing their algorithms. What worked in the past, may not work any longer. Algorithm changes to how posts are distributed and the type of content the platform will promote must be factored into a successful social media strategy. The challenge is staying on top of these changes and knowing what the best practices are for getting the most attention from your social media activity.

Golden Shovel Agency's Marketing & Communications Coordinator and Lead Publisher/HR Specialist have done the work for you. This eBook is a result of their combined research, social media, marketing and publishing work over the past 12-months. We invite you to try these best practices and watch as your social media activity begins generating more interactions and results.

As always, the GSA team is here to assist our clients with implementation. Should you have any questions, reach out to your GateKeeper. If you are not a client and would like to learn more about our economic development communications and marketing strategies, contact us.

Sincerely,

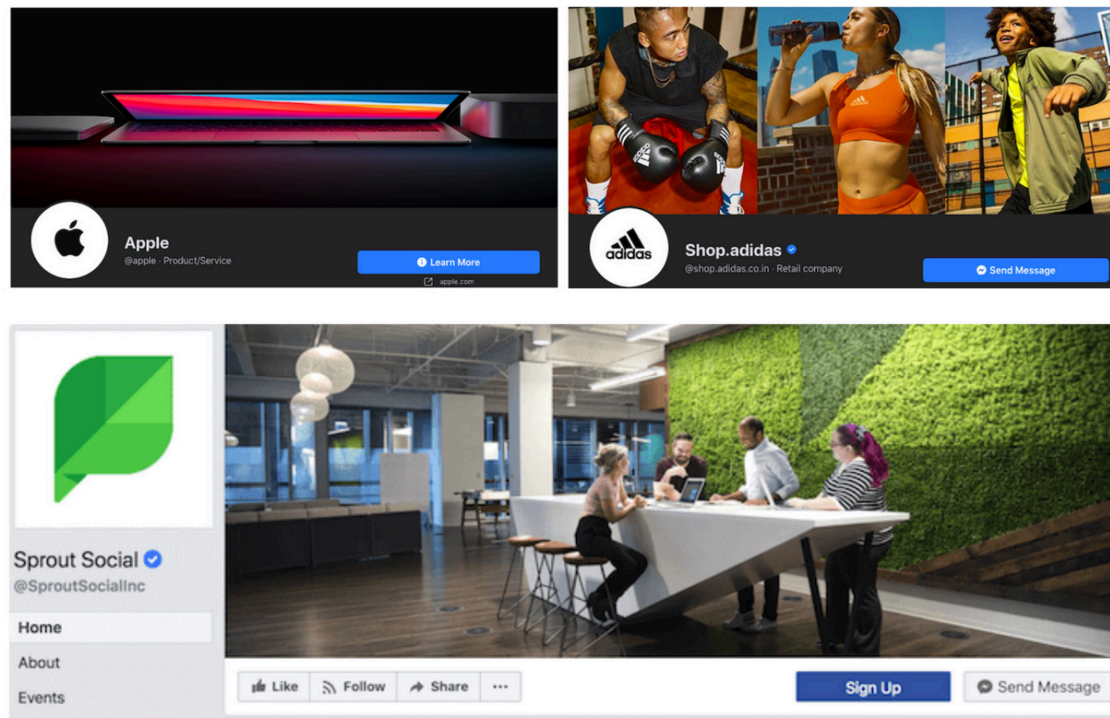
Audrey Anderson, Marketing & Communications Coordinator

Amelia Kresha, Lead Publisher/HR Specialist

HOW TO WIN AT FACEBOOK

SETTING UP YOUR BUSINESS PROFILE AND OPTIMIZING FOR SEO

When creating your business page on Facebook, make sure your name matches your brand, then add your correct address, and phone number- make sure it is the same as everywhere else you have them listed. This will help with consistency and Search Engine Optimization (SEO) purposes. You'll also want a profile picture and banner photo that are original and fit in your brand.



To help your Facebook page appear higher in search results, make sure to add your most popular keywords to your About section and in your posts. Also add links to your social media account on your website, other social media platforms, etc. Finally, having reviews on your page can help with SEO efforts.

HOW TO WIN AT FACEBOOK

CREATING OPTIMAL POSTS

The maximum recommended length of posts is 40-80 characters. Posts under 40 characters receive 86% more engagement. If your post is more than 477 characters, it will be cut off with a “see more” tab.

To improve traffic to your site, or to just keep the post short and sweet, include a Call To Action (CTA) and link at the end of your post. For example, “Click here to read more,” “Learn more here,” “Get more information.”

Adding photos or videos to your post also increases engagement. Just make sure you aren’t posting the same photos and videos all the time (even if you’re linking to the same thing).

USING HASHTAGS, TAGS, & EMOJIS

Facebook posts do best with limited/no hashtags. Best practices for hashtags include using a unique branded hashtag, a relevant hashtag, or a trending/popular hashtag.

Tag people and/or businesses who are in photos or mention relevant people in posts when possible. They will be notified, almost guaranteeing they’ll see your post. There’s also a higher likelihood of them liking, commenting, or sharing.

Using 1-2 emojis can easily grab the attention of your audience, but don’t go overboard. Popular emojis that can be used professionally:



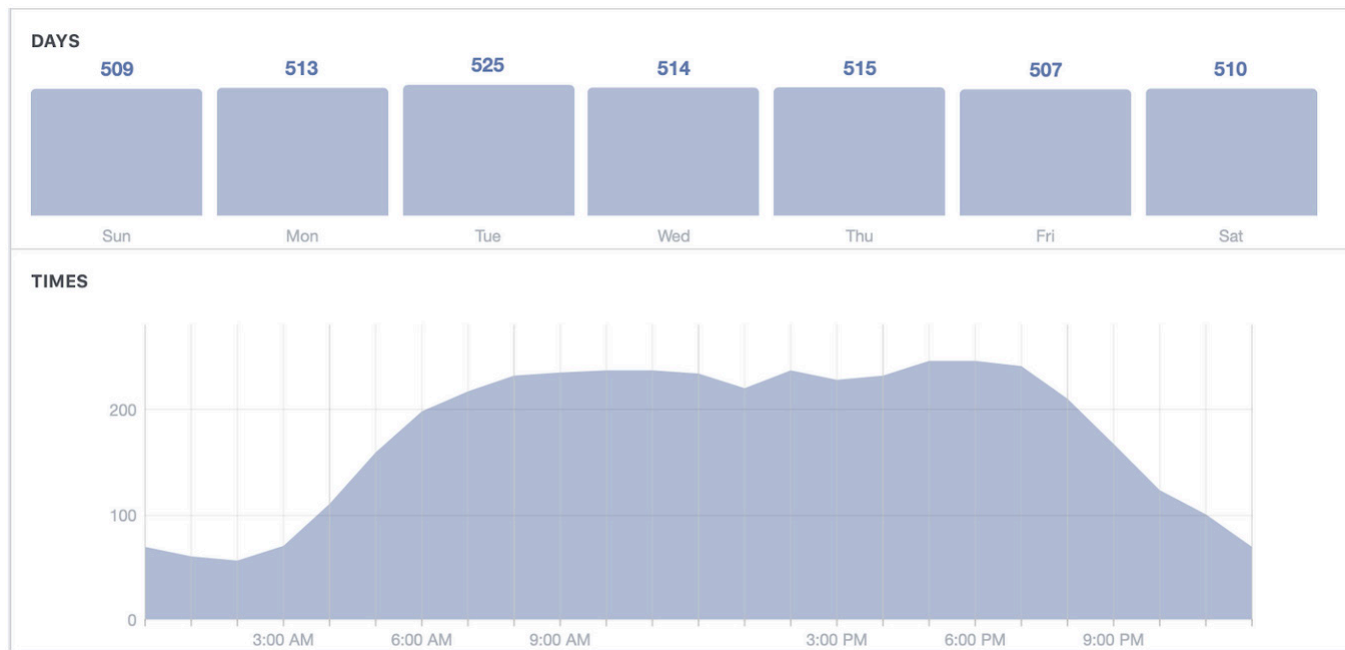
HOW TO WIN AT FACEBOOK

FINDING YOUR AUDIENCE

You can get the attention of your Facebook audience by telling stories and appealing to emotions. Make sure your first sentence is descriptive and has impact.

KNOWING WHEN TO POST

Go to your Facebook page, click insights on the left, then click posts. You'll be presented with data on the time most of your audience is online and their most active days.



It's also recommended to not post more than 3 times per day.

HOW TO WIN AT FACEBOOK

FACEBOOK STORIES

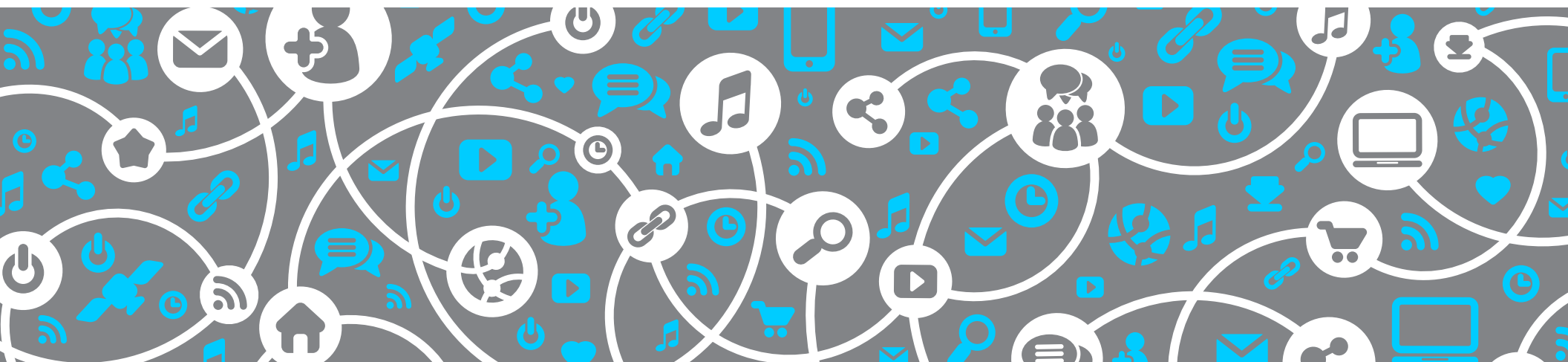
Don't be afraid to get creative with Facebook stories! Stories on Facebook are a great way for a follower to get a more personal feel from your business. A photo or a 15 second video clip can be shared as a story. Including a call to action in your story can help direct followers to your website, this can be done by using the link icon. According to Facebook, "stories with voice-over or music drives better results compared to those without sound." Stickers are another great way to drive attention, you can tag other people or businesses, tag a location, run a poll, or ask a question. If you are creating a story with multiple scenes then either start or end your story with your brand.

Use stories that have short and concise messages rather than longer messages. Although you can add multiple stories at once, be aware of not making them too long as you may lose your audience's attention if they have to click too many times.

Some of the best times to use stories are to get more personal with your audience, announce updates, host competitions and giveaways, and show limited time sales.

HOW TO SPY ON YOUR COMPETITORS

Want to see what ads your competitors are running on Facebook? Head over to their Facebook page. Scroll until you see "Page Transparency" on the left. Once you click, a popup will appear. Click on the Ad Library. If your competitor is running ads, you will be able to see them all here.



HOW TO GET THE MOST FOR YOUR MONEY WITH FACEBOOK ADS

CREATING THE OPTIMAL AD

When creating Facebook Ads, don't show the person what they are buying; show why they're buying. Hit pain points and show what's in it for them. A simple trick when writing headlines is to ask "yes" questions. For example, "Have you ever felt overwhelmed by this Facebook Ads thing?". We also recommend using numbers as they easily catch people's attention when scanning. Finally, include your URL in the copy, as well as in the link they provide you.

TARGETING

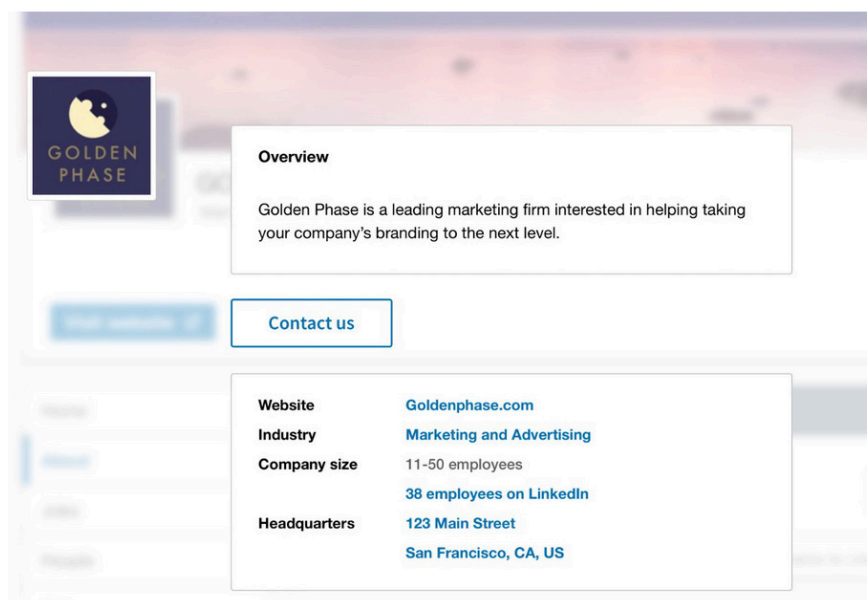
You can create two different types of audiences to target on Facebook Ads. First is Custom Audiences - this refers to people who've already interacted with your business (website visitors, app users, those who've interacted with Facebook content). The second is Lookalike Audiences - this refers to people who are similar to your existing audience. This allows you to target those likely to be interested in your business.



HOW TO DOMINATE ON LINKEDIN

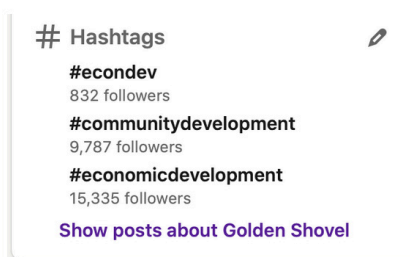
SETTING UP YOUR COMPANY PROFILE

LinkedIn pages with complete information get 30% more weekly views. For starters, make sure to add your company's logo and a cover image to bring your page to life. In the Overview section, lead with relevant terms and phrases that describe your organization's mission/purpose. Also be sure to add your organization info such as website URL, location, industry, and company size, as well as a call to action button that aligns with your goals.



To grow your audience, make sure you include links back to your LinkedIn page, such as a follow button on your website. You can also associate up to three hashtags with your page in order to enter the feeds and react and comment from the perspective of your brand, exposing your name to a wider, relevant audience.

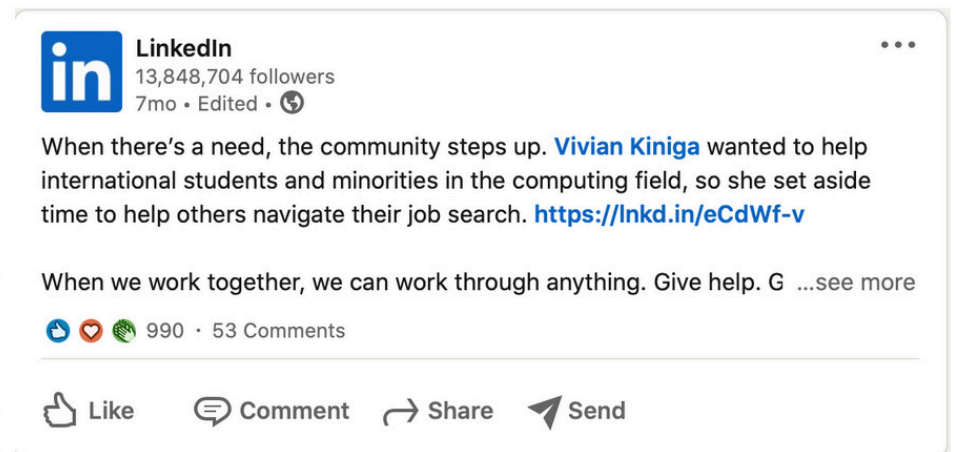
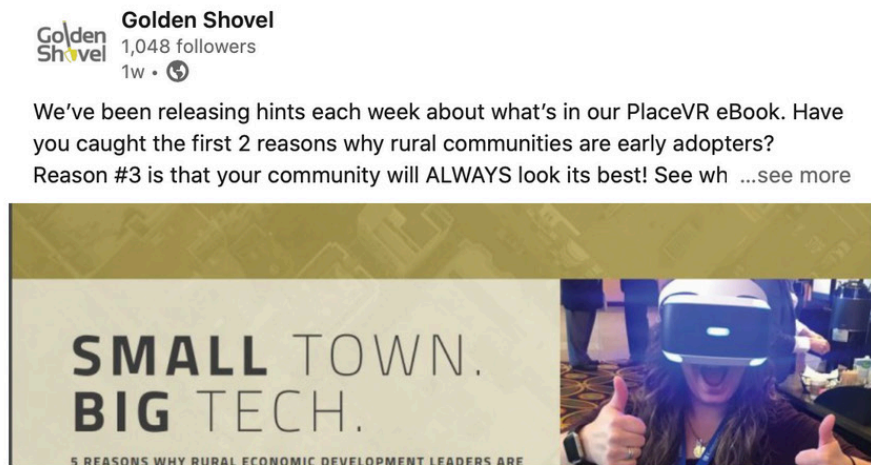
You can also invite your network to follow your page. You are given 100 "credits" each month to invite people. When someone accepts your invitation, you get that credit back. You will only be allowed to invite a person once.



HOW TO DOMINATE ON LINKEDIN

CREATING OPTIMAL POSTS

The ideal length of posts is 50-100 characters. If your post is more than 140 characters, it will be cut off with a “see more” tab. For reference, posts with just text will be cut off after 5 lines and all other posts will be cut off after 3 lines.



HOW TO DOMINATE ON LINKEDIN

When possible, do not include external links in your post. Instead put them in the comments. This improves impressions greatly. Just remember to tell your audience where the link is. If you are scheduling your posts and must include the link in the main text of the post, add a CTA to go along with it (ex: "Learn more," "Read more").

Photos and videos also increase engagement on LinkedIn. Just make sure you are using a variety of photos/videos when posting. Images typically result in a 2x higher comment rate, videos get 5x more engagement, and live videos get 24x more.

LinkedIn recommends posting at least weekly, resulting in a 2x lift in engagement with your content.

Golden Shovel
1,048 followers
1w • 🌐

2nd Reason Why Rural Communities Are Early Adopters of 360 VR Video: they get more site visits! Download this eBook to get the other 4 reasons.
<https://bit.ly/2IGJa9Y>

SMALL TOWN. BIG TECH.
5 REASONS WHY RURAL ECONOMIC DEVELOPMENT LEADERS ARE EARLY ADOPTERS OF 360-DEGREE VIDEO AND VIRTUAL REALITY

Love this... I wonder... In my opinion... Thanks for po >

Like Comment

0 Likes

Organic impressions: 55 Impressions **Show stats** ▾

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The 1st reason why rural economic development leaders are early adopters of 360-degree video and VR is that they want to leap ahead of the competition with innovation. See the other 5 reasons in our free eBook. Get access to download in the comments.

SMALL TOWN. BIG TECH.
5 REASONS WHY RURAL ECONOMIC DEVELOPMENT LEADERS ARE EARLY ADOPTERS OF 360-DEGREE VIDEO AND VIRTUAL REALITY

7 • 2 Comments

Like Comment

Organic impressions: 178 Impressions **Show stats** ▾

HOW TO DOMINATE ON LINKEDIN

USING HASHTAGS, TAGS & EMOJIS

Use hashtags sparingly on LinkedIn. No more than 5. By placing these at the end of your post, you'll still get the value of added visibility without them taking up space. LinkedIn recommends identifying 3-5 that are top of mind for your organization and add them to your posts when relevant.

Tag relevant people and/or businesses in your post when possible. They will be notified, almost guaranteeing they'll see your post. There's also a higher likelihood of them liking, commenting, or sharing.

Posts without emojis tend to do better, but if you need to get the attention of your audience, 1 relevant emoji would work. Popular emojis that can be used professionally:



FINDING YOUR AUDIENCE

People on LinkedIn are professionals who are looking to grow and learn. Make sure your posts help them with that. Here, it's okay to discuss niche industry topics and use jargon - it shows proof that you are knowledgeable.

On your company page, there is an analytics tab where you can view statistics on visitor metrics, visitor demographics, updates, follower metrics, follower demographics, companies to track, and more. It is wise to check these weekly or monthly, depending on how often you post to see what content is performing well vs not and what your followers are doing.

Join groups that are relevant to your industry. When you have a post/announcement that you'd really like to get attention, post it in all of your relevant groups.

HOW TO DOMINATE ON LINKEDIN

KNOWING WHEN TO POST

LinkedIn has found that posts scheduled in the morning usually have the highest engagement. However, do some testing! Post at different times, then compare the data to see which posts got the highest engagement and distinguish what times they were published.

LINKEDIN STORIES

LinkedIn stories are a great way to get a more personal engagement with your audience. Make your post authentic. They can be professional but with more creative and funny engaging content that will draw in your followers. Make sure the posts are relevant to your work and brand. Each photo will be shown for around 20 seconds and only videos that are less than 20 seconds long will be able to be uploaded so make your content count! Posting thought provoking stories, sharing company updates, holding a Q&A, and sharing brand announcements and product news are examples of great content.

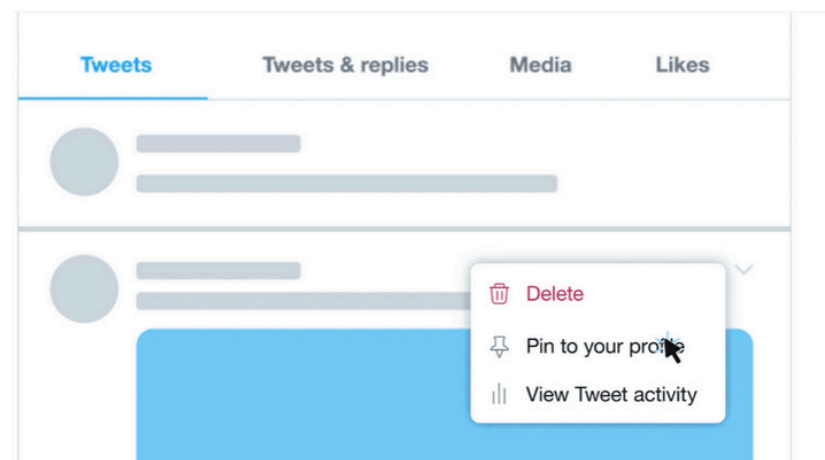


HOW TO BECOME A TWITTER GENIUS

SETTING UP YOUR PROFILE

First, build a profile that stands out. Upload compelling images for both your profile and banner picture. Most companies use a logo as their profile picture, but get creative on the banner. If you're just starting out, make sure your Twitter handle is extremely relevant to your company. If your brand name is already taken, we suggest adding a CTA at the beginning of your handle name. For example, if "GoldenShovel" is taken, we could try "ChooseGoldenShovel." Make sure you also add a bio (your go-to elevator pitch). Add a link to your website, add your location, and include your business hours.

After you start posting, you are able to pin a tweet at the top of your profile. This will be the first thing that people see when coming to your page. We recommend pinning posts about sales/promotions, product launch, cause/charity you're supporting, or a testimonial. To pin a tweet, simply click the down arrow at the top-right corner of the tweet and select "pin to profile."



CREATING OPTIMAL POSTS

Posts between 120-140 characters improve overall engagement (likes, comments, retweets). However, you are allowed to have up to 280 characters.

To improve traffic to your site, or to just keep the post short and sweet, include a CTA and link at the end of your post. For example, "Click here to read more," "Learn more here," "Get more information."

Adding photos or videos to your post also increases engagement (up to 150%!). Just make sure you aren't posting the same photos and videos all the time (even if you're linking to the same thing).

HOW TO BECOME A TWITTER GENIUS

USING HASHTAGS, MENTIONS, & EMOJIS

When used correctly, hashtags can be very effective in growing your audience and get discovered. Hashtags are most effective when you are referencing a specific topic. When creating hashtags, make them easy to remember and spell. Twitter recommends two hashtags as being the optimal amount. Do not over hashtag, four is the maximum that should be used as the character number counts on Twitter

Mentions are used to call attention to or draw the attention of another Twitter account. If you mention an account in a way that is beneficial to them, they will most likely mention you back or retweet your post.

Using 1-2 emojis can help grab the attention of your audience. Just don't go overboard.



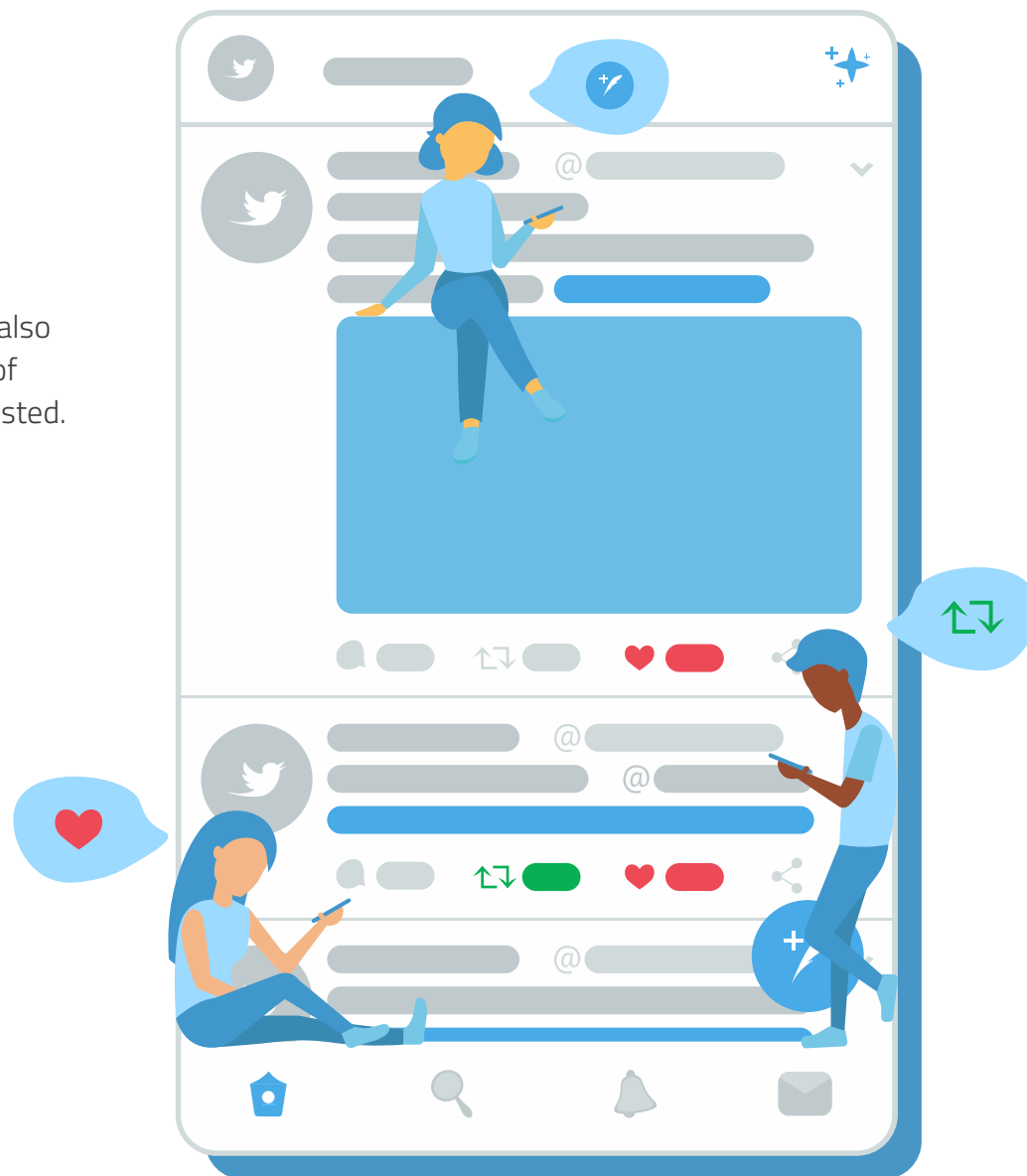
HOW TO BECOME A TWITTER GENIUS

FINDING YOUR AUDIENCE

People on Twitter like to scan. Make sure your content grabs their attention with facts, questions, and useful information.

KNOWING WHEN TO POST

According to HubSpot, the best times to post are between 8-10am and 6-9pm. Right before and after work. However, we recommend also testing by posting at all times of the day, then looking at your data of which posts get the most engagement and what time they were posted.

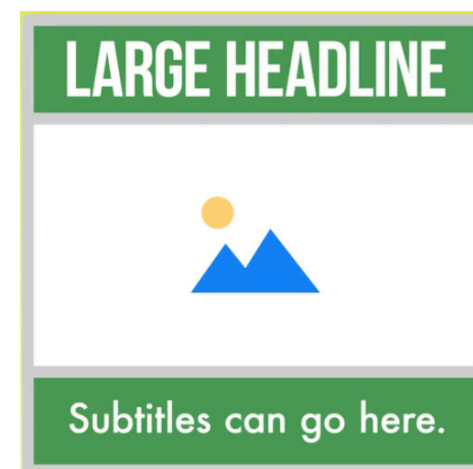


USING IMAGES & VIDEOS

IMAGE & VIDEO CREATIVE

We recommend testing a bunch of different images and videos to see what your audience connects with most. But here are some tips to get you started. Generally, it's recommended that you use a horizontal video with a square canvas, large headline, and subtitles below the video. Like this:

You should also aim to have faces in your images/videos. When people see a face, they'll automatically feel more connected. If you have original photos/videos, definitely use those - especially if they are high-quality. If you don't have your own, you can find free (or paid) stock photos and videos on a variety of sites like Shutterstock, Pexels, and Pixabay. If you find images or videos that aren't your own or free stock photos, make sure you source it. Canva is also a great design tool for creating graphics. You can choose from professional layouts or start from scratch and upload your own photos.



FOUND CONTENT

When posting an article that is not your own, use the image(s) that are already in the article. If there is no photo, we recommend finding a stock photo. Hint: download a variety of images and sort them in a folder so that when we need an image, you've already got them downloaded and organized.

VIDEO LENGTH

Longer videos are great for storylines and live streaming. 1-3 minutes is good but 3+ minutes is ideal. Hook your viewers within the first few seconds so they stop when scrolling to watch your video.

Shorter videos are better for sharing fun and interesting moments, announcements, polls, and ads. Less than one minute is ideal and stories have a maximum of 15 seconds.

IMAGE SIZES FOR SOCIAL MEDIA

CHANNEL	IMAGE	OPTIMAL SIZE
Facebook	Business Page Profile Photo	180 x 180 px
	Business Page Cover Photo	At least: 400 x 500 px, Max: 820 x 312 px
	Shared Feed Image	1200 x 630 px
	Shared Feed Link Image	1200 x 630 px
	Event Cover Photo	1200 x 1,080 px
	Group Cover Photo	1640 x 856 px
Instagram	Profile Picture	110 x 110 px (Note: it will be cropped to a circle)
	Shared Feed Image	1080 x 1080 px
	1080 x,350 px for portrait	1080 x 566 px for landscape
	Shared Story Image	1080 x 1920 px
Twitter	Profile Photo	400 x 400 px (Note: max file size 2MB)
	Profile Cover Photo	1500 x 500 px
	Shared Feed Image	1024 x 512 px (Note: max file size 5 MB)

IMAGE SIZES FOR SOCIAL MEDIA

LinkedIn	Company Page Logo/Profile Photo	300 x 300 (Note: max file size 4 MB)
	Business Profile Cover Photo	1536 x 768 px
	Shared Feed Image	1200 x 627 px
	Shared Link Image	1200 x 627 px
	Life Tab Cover (Company Careers Page)	1128 x 376 px
	Shared LinkedIn Life Tab Photo (Company Careers Page)	264 x 176 px
YouTube	Channel Profile Photo	800 x 800 px
	Channel Cover Art	2560 x 1140 px (Note: max file size 4 MB)
	Video Preview Thumbnail Image	1280 x 720 px



WANT TO LEARN MORE?



John Marshall

President ■ 651.353.6655 ■ jmarshall@goldenshovelagency.com

John Marshall is President at Golden Shovel Agency with 12 years of experience in financial analysis, sales and business development in the privately owned business market, specifically manufacturing, real estate development and the construction industries. He is a member of the Mid-America EDC, NREDA, SEDC, IEDC, Vice President of the Weston County Development Board, President of the Upton Economic Development Board, member of the Wyoming Workforce Advisory Group and Board Member of the Wyoming Economic Development Association. John has been with the company for over 8 years and is in charge of making sure you get the right product for your project.



WANT TO LEARN MORE?



Warren Westcott

National Sales Manager ■ 952.454.4068 ■ wwestcott@goldenshovelagency.com

As the National Sales Manager for Golden Shovel Agency, Warren Westcott works closely with economic development leaders from coast to coast each day. His 30+ years of work experience in higher education, digital media communications, emergency management, and economic development allow him to assess community challenges in a unique way. He is a focused listener for the leaders and their communities during this COVID-19 time of crisis. Through in-depth FactFinder sessions, he and his colleagues can then pin-point sound communication strategies for the uncertain road ahead. Our most successful strategies are those that are persuasive, compelling, and measurable.





Golden Shovel

GROUNDBREAKING ECONOMIC
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