



Neighbourhood Marketing Toolkit Sharp Social Media Tips



Part 6

What Is Social Media, And What Does It Do?

Social Media, also originally known as web 2.0, basically consists of **interactive** application tools that allow users to communicate with each other online. These tools include:

- Blogs
- Wikis
- Forums
- Podcasts
- Micro-blogs
- Aggregators
- Photo-sharing sites
- Video-sharing sites
- Instant messaging
- Tele-seminar apps
- Email/autoresponders/newsletters
- Social communities

1. *Online is personal and text based*

Social media should not be used the same way as you used traditional media. The idea is to have a multi-directional conversation and to be yourself. Be authentic and live your values. Don't try to be funny if you're not.

2. *Brand values*

It is important to communicate the Daily brand values on social media. You should have a document that communicates your brand image and is easy to understand.

3. *Your profile, your biggest asset*

For all social media, you – or your Daily – will have an account profile. This is a vital asset that tells others about you and your Daily.

Your profile should consist of your photo, a short bio, long bio or biography. Make it easy to read and understand. Keep the tone conversational.

In your Daily Coffee Café bio, include key words that relate to your business. E.g. coffee, The Daily, breakfast, lunch, good times, relaxing, meetings, etc.

4. *Facebook*

Your Daily needs a Facebook page as opposed to a profile or community page. A fan page has no limit to the fans you can have, but your profile has a limit of 5,000 friends.



Fan and business pages allow you to schedule your posts in advance, whereas your profile does not allow you to do this.

Make it a requirement for your customers to like your facebook page in order to use your Wi-Fi. Other retailers have done this with great success.

5. Twitter

When choosing a username, try for your real name or **your Daily's name or as close as possible**. This will help people to find you.

Finding followers: A rule of thumb is that the more people that you follow, the more will follow your Daily Coffee Café. There are numerous ways you can find people to follow.

- Find the followers of your **competitors** and follow them. You can also use specialised following services to help you find these followers.
- Follow all your **customers** and **suppliers**.
- You can use **search.twitter.com** to help you find communities by keywords.
- Sign up to **Twellow**, which is Twitter's Yellow Pages. It can help you find followers and people to follow in various locations and business categories.
- Ask people to follow you in your newsletters, emails, flyers, or when published somewhere.
- Retweet other tweeps' content that you find interesting.
- Start conversations with other people by replying to their tweets.
- Run competitions.

6. You Tube



What sets You Tube apart is that it's the killer video app. If you want to put a video up on the internet from your Smart Phone or other device, YouTube.com is a go-to site.

- YouTube is now linked to Google Plus, so if you want to set up a YouTube channel you'll be expected to set up a **Google Plus profile**. Do so, as it will mean you are a **verified user** and adds to your credibility.

- You post YouTube videos by clicking the **Upload** button. You can then embed your video on your blog. You get the embed code for a video by right-clicking or ctrl-clicking on a video as it plays
- YouTube makes it very easy for you to share your videos to various social media platforms using the **share** button.
- YouTube is a great marketing tool that allows you to speak to your audience in **videoblogging** format. Here you use a conversational tone and keep it informal and authentic. Mention your name and your business in the intro and sign-up.
- Encourage customers to subscribe to your YouTube channel.
- Make YouTube videos short. No longer than three minutes

7. *Linked-In*



Linked-In is a business orientated social media platform with more than 250 million users. It's a good platform to market your **personal brand and/ or your Daily**.

Keep your profile updated with relevant things from the Daily Coffee Café.

8. *Instagram*



This is a fun, picture driven social media platform, popular with the young set and currently boasting more than 300 million users. Instagram are always in square format and cannot be zoomed into. **It is a photographic platform.** Instagram users also make use of hashtags. Selfies are another Instagram staple.

E.g. post pictures of people have fun at the Daily, a pic of two people having a business meeting, pic of smiling staff.

9. Google+

Google+ is a social media platform but also what the company calls “social layer”. **Being on Google+ gives you more local search results.**

10. Pinterest

Pinterest is a social media platform for your Daily that allows you to pin media (pictures, quotes, ideas, recipes, information, etc.) that you like to your personal or Daily Coffee Café Pinterest boards.

Post some interesting recipes or coffee lore.

11. Encourage customers to post content

Most of us carry mobile phones – we are all walking around with the capacity to take photos, write stories, film video, record sound and more. So, why not run promotions from your **Daily** outlet that incentivise your customers to post content?

For example, if you take of yourself at your local Daily Coffee Café and post it online, you’ll have a chance to win a weekend away for two at a upmarket lodge or resort.

12. Give them a “sneak peek”

A great way to bond with users who follow your Daily outlet on social media is to share “**behind the scenes**” info, videos and images that gives them **an insight into how your Daily business works.**

13. Keep blogging

Some social media networks are blogged and some blogging platforms try to be social media, but it’s useful to have a blog or website that serves as your **Daily Online Head Quarters.**

14. Don't be shy in bringing in the experts

While you should certainly be *au fait* with social media and how it works, be prepared to consult an expert **with regard to your Daily social media.**

15. Stay involved with your accounts

With social media, especially if you're not a fundi yourself – the temptation is to assign someone else to look after your Facebook and your Twitter and then let them get on with it. Be careful when doing this, **because you can't wash your hands of it.**

16. Managing a social media storm

Sometimes things go bad, perhaps a customer has a poor experience **at your Daily Coffee Café** or matters beyond your control – you're unable to deliver the levels of service that you aimed for. Here are some tips:

- a. Respond quickly
- b. Apologise
- c. Be human
- d. Make it better
- e. A touch of humour
- f. Take it off line

17. Clever ways to use images

We humans are far better attracted to images than the written word so a sharp way to increase the impact of text based post is to integrate your text into an image. **Use a design programme like photoshop, you can drop text into an image.**

18. Social media advertising

Facebook already runs to sophisticated paid campaign options. There are also paid advertising opportunities on Twitter, LinkedIn, Instagram and Pinterest as well as YouTube which has its own locally based operation.

For example use this to advertise your store birthday.

19. Focus on a couple of channels

We've listed a few of the most popular social media channels, but it would **be impossible to have an ongoing presence on all of them**. You would be far better served by **focusing on one or two platforms for your Daily**.

20. The "Instant Special"

This is perfectly suited to social media. If you have an offer that is available immediately from your Daily outlet for a limited number of customers, you can shout this on Facebook.

The first 30 customers visiting the Daily Coffee Café in Sunninghill will receive a free box of chocolates as a Valentine's gift. Remember to boost your post so more people see it.

21. Post on similar pages

As a social media voice, **your Daily page can also engage on other pages** that your audience is active on. In this way, you position yourself as a voice of the community and build interest and curiosity about your page and the Daily Coffee Café.

E.g. you can comment (through your Daily page) on relevant posts on community pages such as "I love Centurion". Get involved with your neighbourhood in non-business related matters.

22. Stories of the store

To have a good social media presence, it pays to start thinking like a journalist – because in some ways you are. You are managing a media outlet with an audience and you are constantly doing things **that may be of interest to your Daily audience**.

E.g. “At our Daily Coffee Café in Ruimsig an elderly couple came in to the store looking for a place to rest. Our waitress, Rosie, noticed that they needed a bit of TLC, so she asked the manager whether she could offer them a complimentary cup of coffee and a muffin, which they gladly accepted.”

23. Celebrate amazing small things

Your piece of content could have caught people's imagination. It is in touch with current trends, but different enough from the norm to get people laughing, gasping and sharing it with each other.

If you sell the biggest burger (1kg) in the neighbourhood, celebrate this and share it with your community... show someone taking a bite into the monster!

24. Share your passion

You've got into the restaurant business because you are passionate about it. So, in your social media interaction, try to **express the joy and excitement you feel for your Daily**.

25. You've got nothing to lose

The bonus about using social media for your Daily outlet in your neighbourhood is that it is an extremely low risk tactic. Even if you don't generate much business, you will still learn something from the process.

26. Customer Intelligence

As a Daily owner it is vital that you have a hands-on approach to your social media. **You should spend at least 10 – 15 minutes each day just reading comments and finding ways to engage**. It will help you understand your clients.

27. *Instant customer feedback*

Don't overlook the usefulness of social media as a real time informal survey mechanism. **Ask for comments from your audience about any new offers at your Daily outlet.**

28. *The real return on investment*

It doesn't generate hard cash but the **real value of social media is in the way it grows your relationship with your Daily customers**, creating valuable long term personal connections.

29. *Social Media is an investment in your Daily Coffee Café*

Yes, it does cost money – but it is worth the investment.

30. *Schedule your posts*

One of the great features of social media is that you don't have to post your content live. You can automate when you want a certain post to become visible to your audience.

With automating, the recent thinking is:

- Have a pre-planned content **schedule**.
- If you're going to automate, know how to **turn it off**. That way, if things change and a scheduled post is no longer suitable, you can adjust.
- At the same time **engage** with fans and friends in real-time on more relevant topical issues.
- Good **tools** to use for scheduling are Buffer or Hootsuite.

31. What you give is what you get

Before you start asking your social media audience **to buy something from your Daily outlet, you should give them something first**. Give before you take – so share some fun, entertaining content or create some fun videos that are personal and unique.

32. Last word – social media is your friend

A valuable ally. It should be part of your marketing strategy and advertising schedule, but don't see it as a quick sales route. Social media brings you to even closer contact **with your Daily customers in your neighbourhood**. So, be friendly, be helpful, connect and informed.