Social Media Marketing

Tips & Tricks

Hosted by OPEN - Olympic Peninsula Entrepreneur Network
Community of locals interested and involved in small business and entrepreneurship.

ABOUT CIE

Helping to build equitable community wealth on the North Olympic Peninsula.

Rick Dickinson
Business Advising

Marisa Herrera
Business Advising

Micah Jonet
Business Resilience

Kayley Lofstrom
Program Coordinator

CIE CENTER FOR INCLUSIVE ENTREPRENEURSHIP
EMPOWERING COMMUNITIES THROUGH BUSINESS

LAND ACKNOWLEDGEMENT

CIE acknowledges that we work, live, reflect, and serve communities on the ancestral lands of the Coast Salish and Indigenous people of the Pacific Northwest in Washington State. We make intentional efforts to create inclusive and respectful partnerships that honor Indigenous cultures, histories, identities, economic and sociopolitical realities.

This is a living document.

Social Media Purpose

Customer acquisition
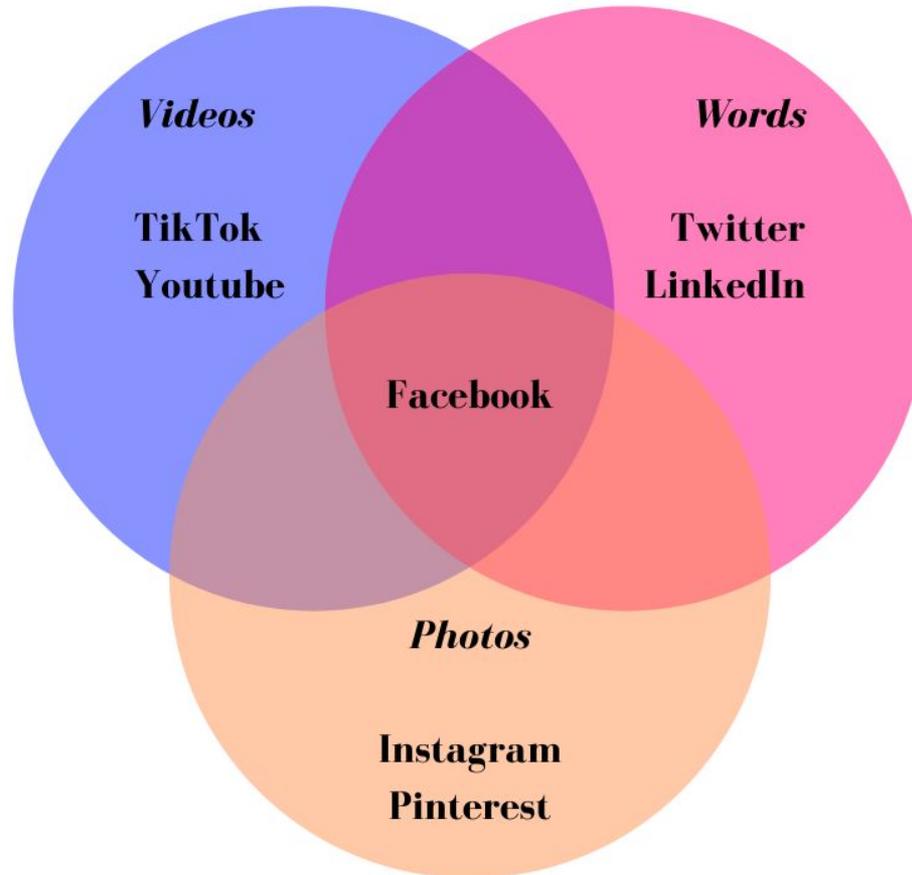
Gain awareness

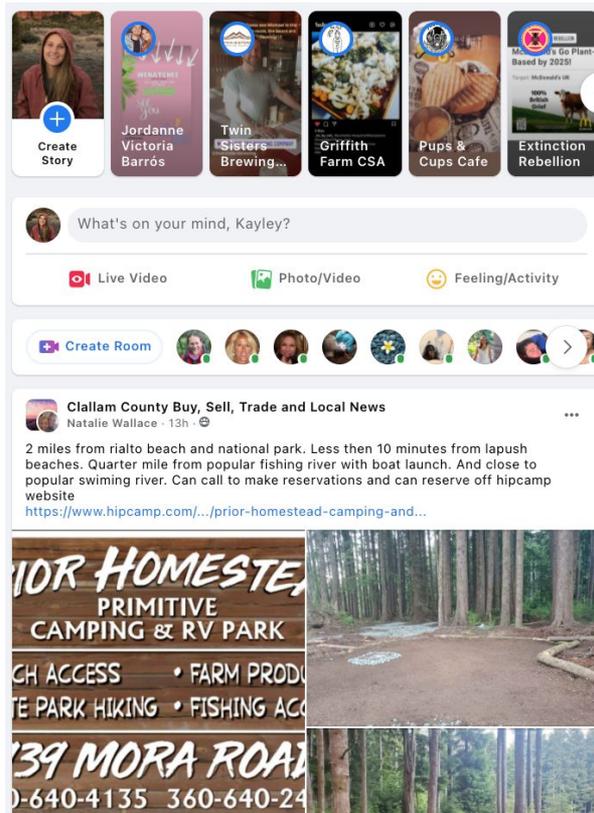Builds brand

Drive traffic to website

Know Your Target Audience

1	**Facebook** Users aged 45+ Few teens use it	**Instagram** Users aged under 49 2x more likely to live in urban areas More women than men	**Twitter** 2x more men than women users 2x more likely to live in urban areas Largest group of users are aged under 30
2	**Youtube** Users aged 13-64 More men than women	**Pinterest** 80% of users are women	**Tiktok** Almost half its users are aged 16-24
3	**LinkedIn** Largest group between 25-49 years old Half of its users make $75k+ a year	**Snapchat** Majority of users are under 30 years old	

Each platform is different.

Videos

**TikTok
Youtube**

Words

**Twitter
LinkedIn**

Facebook

Photos

**Instagram
Pinterest**

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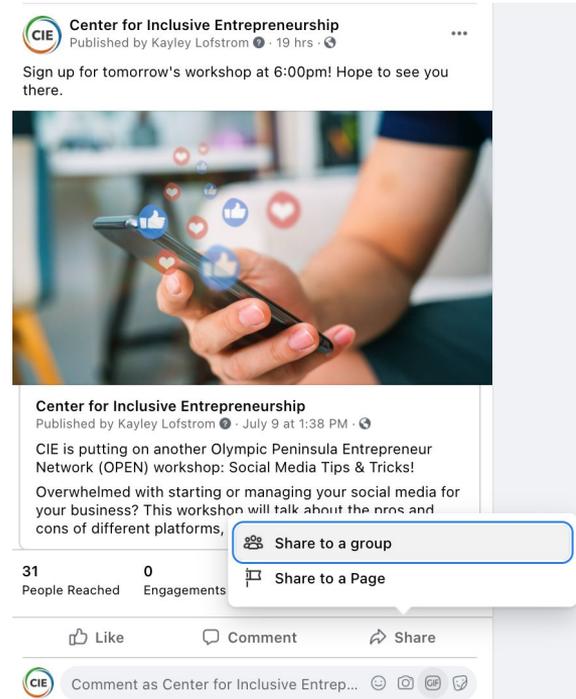EMPOWERING COMMUNITIES THROUGH BUSINESS
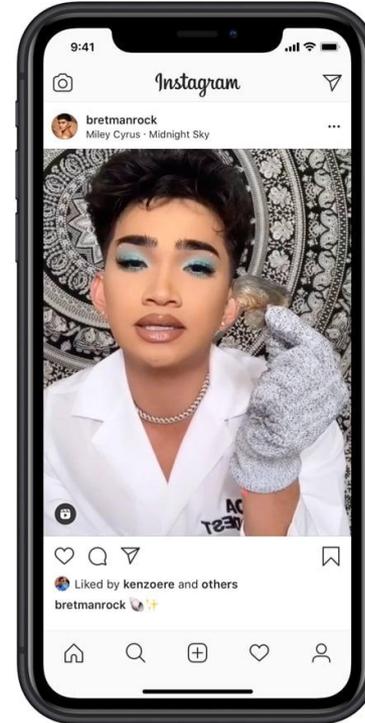
Facebook

1. Stories
   24 hrs

2. Posts

Share posts to a group

Instagram

1. Stories
   24 hrs

2. Posts

3. Reels

Instagram

LinkTree

Connect links to
Instagram biography

How to Create Content

Canva - starting for free. Pay monthly for amount of content you have download.

Scheduling Posts

- Facebook Business Suite - free
  Schedule Facebook and Instagram posts

- Buffer - free
  Schedule up to 3 channels (Instagram, Facebook, LinkedIn, Twitter, Pinterest)

- HootSuite - starting $50/month
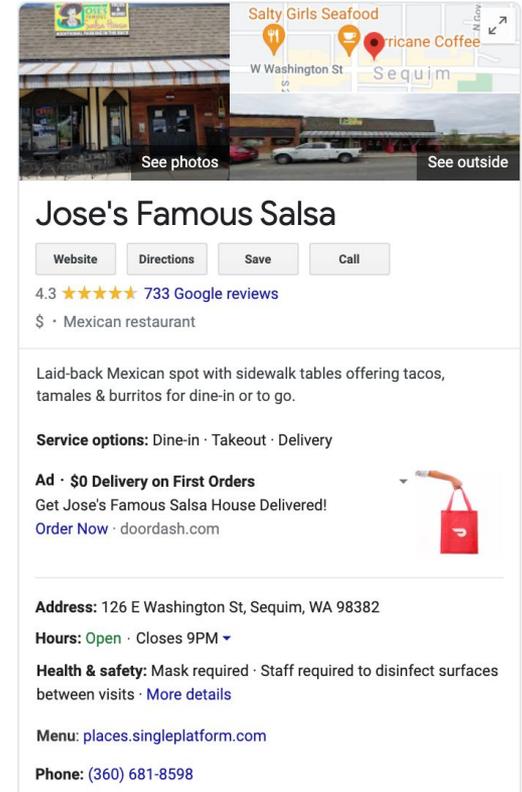 Schedule up to 10 channels

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Online Listings

Google My Business - Starting for free. Profile lets you easily connect with customers across Google Search and Maps.

Increases credibility and visibility.

Website Options

What you need: domain name + website platform + web host

Example: (www.cie-nw.org + Squarespace)

Buy Domain Name Domain.com, Bluehost, GoDaddy.com, Namecheap.com.	
Squarespace Hosting is included Starting $26/month Easy to learn, structured with templates	Wix Hosting is included Starting $14/month* (paid annually) Easy to learn, structured with templates
WordPress Platform is free Hosting not included More flexibility, more complexity	Google My Business Free website and hosting Very basic Good for placeholder

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Remember!

Staying consistent - logo, address, email, phone number etc.

Don't go overboard - list online what you can actually achieve. For example, if you aren't an online person, only list the phone number and email.

How you respond is part of your brand.

Q&A

Questions?

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- Receive OPEN updates and Zoom links
- Access to the slides and forms

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