



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.



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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

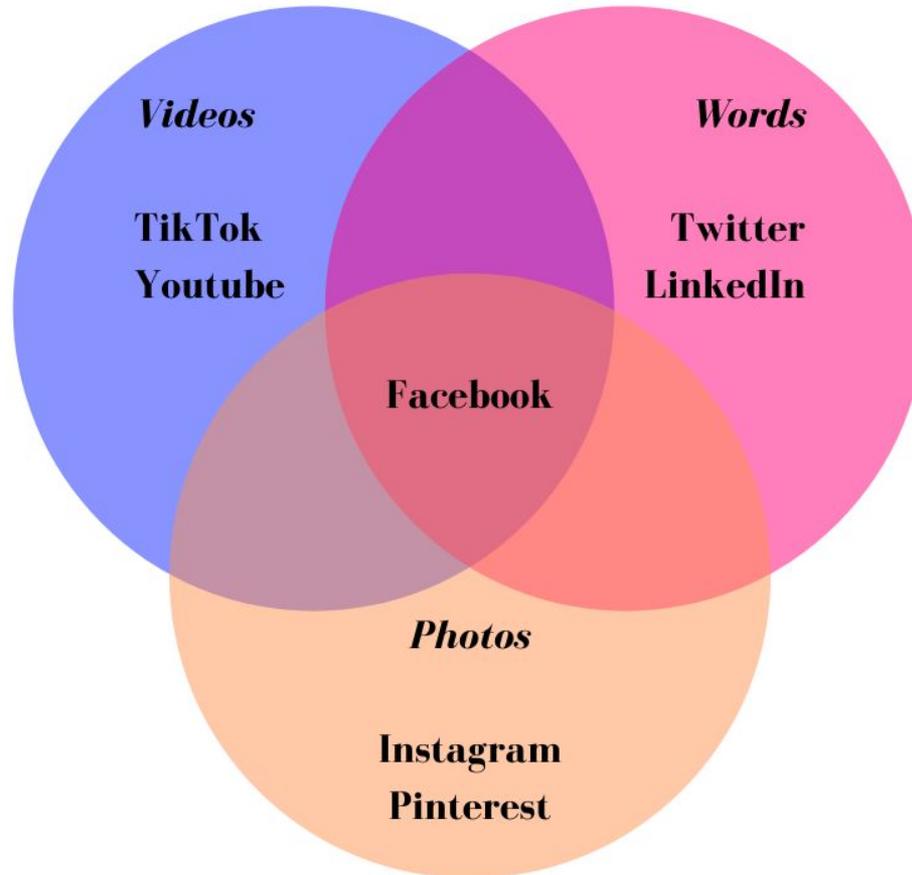
Drive traffic to website



Know Your Target Audience

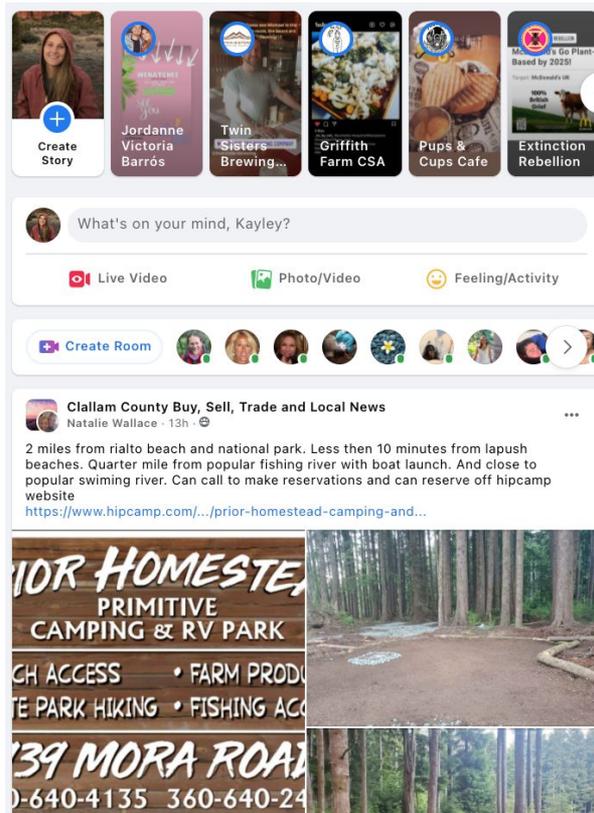
1	<p>Facebook Users aged 45+ Few teens use it</p>	<p>Instagram Users aged under 49 2x more likely to live in urban areas More women than men</p>	<p>Twitter 2x more men than women users 2x more likely to live in urban areas Largest group of users are aged under 30</p>
2	<p>Youtube Users aged 13-64 More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

Each platform is different.

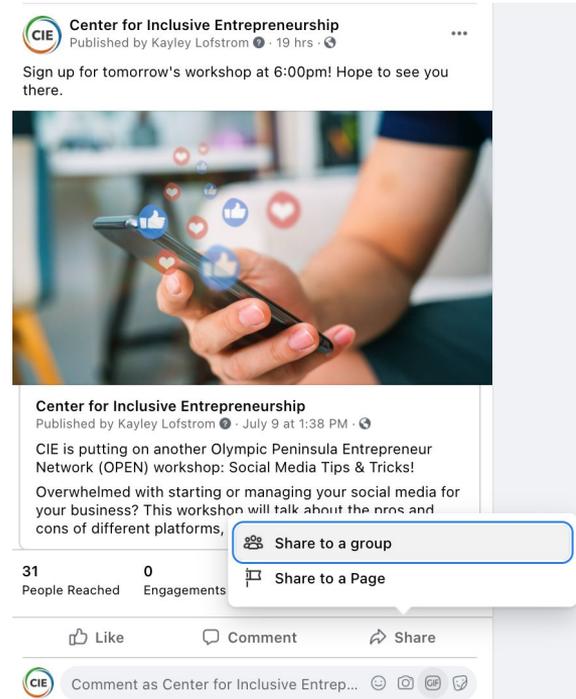


Facebook

1. Stories
24 hrs



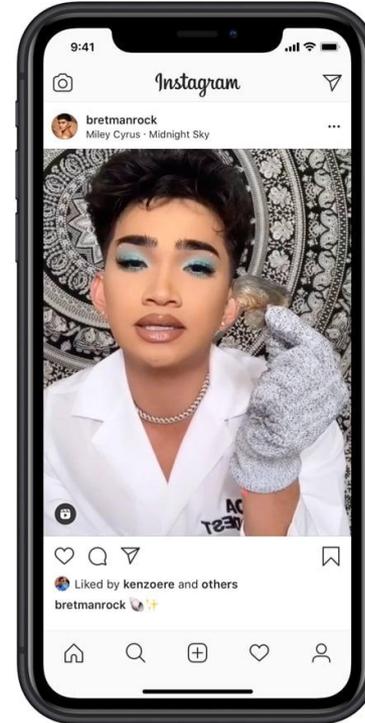
2. Posts



Share posts to a group

Instagram

1. Stories
24 hrs
2. Posts
3. Reels



Instagram



LinkTree

Connect links to
Instagram biography

The screenshot shows the Linktree dashboard interface. At the top, there are navigation tabs for 'Links', 'Settings', and 'Pro^{BETA}'. The 'My Bio Link' is displayed as <https://linktr.ee/girlknowstech>. A green bar at the top of the main content area contains the text '+ ADD NEW BUTTON / LINK'. Below this is a section titled 'MY LINKS' containing a list of links with toggle switches and icons for editing and deleting:

- Learn how to build 21 apps for Android <http://bit.ly/android-build21apps>
- Like My Facebook Page <https://www.facebook.com/girlknowstech/>
- Join My Tech Blogger's Community <https://www.facebook.com/groups/techbloggerscommunity/>
- Register to my mailing list <https://girlknowstech.com/newsletter>
- Visit my tech blog <https://girlknowstech.com>
- Follow Me on Twitter <http://twitter.com/girlknowstech>
- Join Women in tech Facebook group

On the right, a 'LIVE PREVIEW' shows a mobile phone displaying the Linktree profile for @girlknowstech. The profile includes a circular profile picture, the handle @girlknowstech, and three buttons: 'Learn how to build 21 apps for Android', 'Register to my mailing list', and 'Visit my tech blog'. The Linktree logo is visible at the bottom of the preview. A notification icon with a red '1' is in the bottom right corner of the preview area.

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  **Buffer**

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

- HootSuite - starting \$50/month

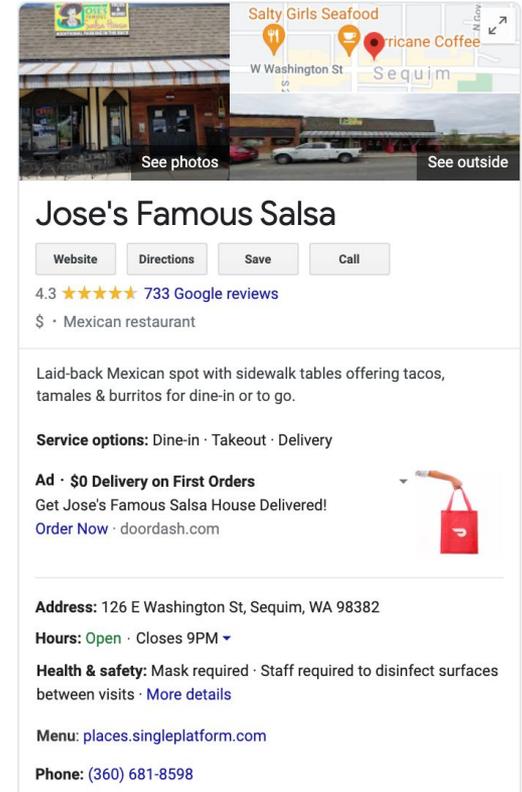


Schedule up to 10 channels

Online Listings

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

Increases credibility and visibility.



Jose's Famous Salsa

Website Directions Save Call

4.3 ★★★★★ 733 Google reviews

\$ · Mexican restaurant

Laid-back Mexican spot with sidewalk tables offering tacos, tamales & burritos for dine-in or to go.

Service options: Dine-in · Takeout · Delivery

Ad · \$0 Delivery on First Orders
Get Jose's Famous Salsa House Delivered!
[Order Now](#) · doordash.com

Address: 126 E Washington St, Sequim, WA 98382

Hours: Open · Closes 9PM

Health & safety: Mask required · Staff required to disinfect surfaces between visits · [More details](#)

Menu: places.singleplatform.com

Phone: (360) 681-8598

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

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 CIE's announcements and events

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



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