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LARSON JUHL®

Social Media Basics & Best Practices

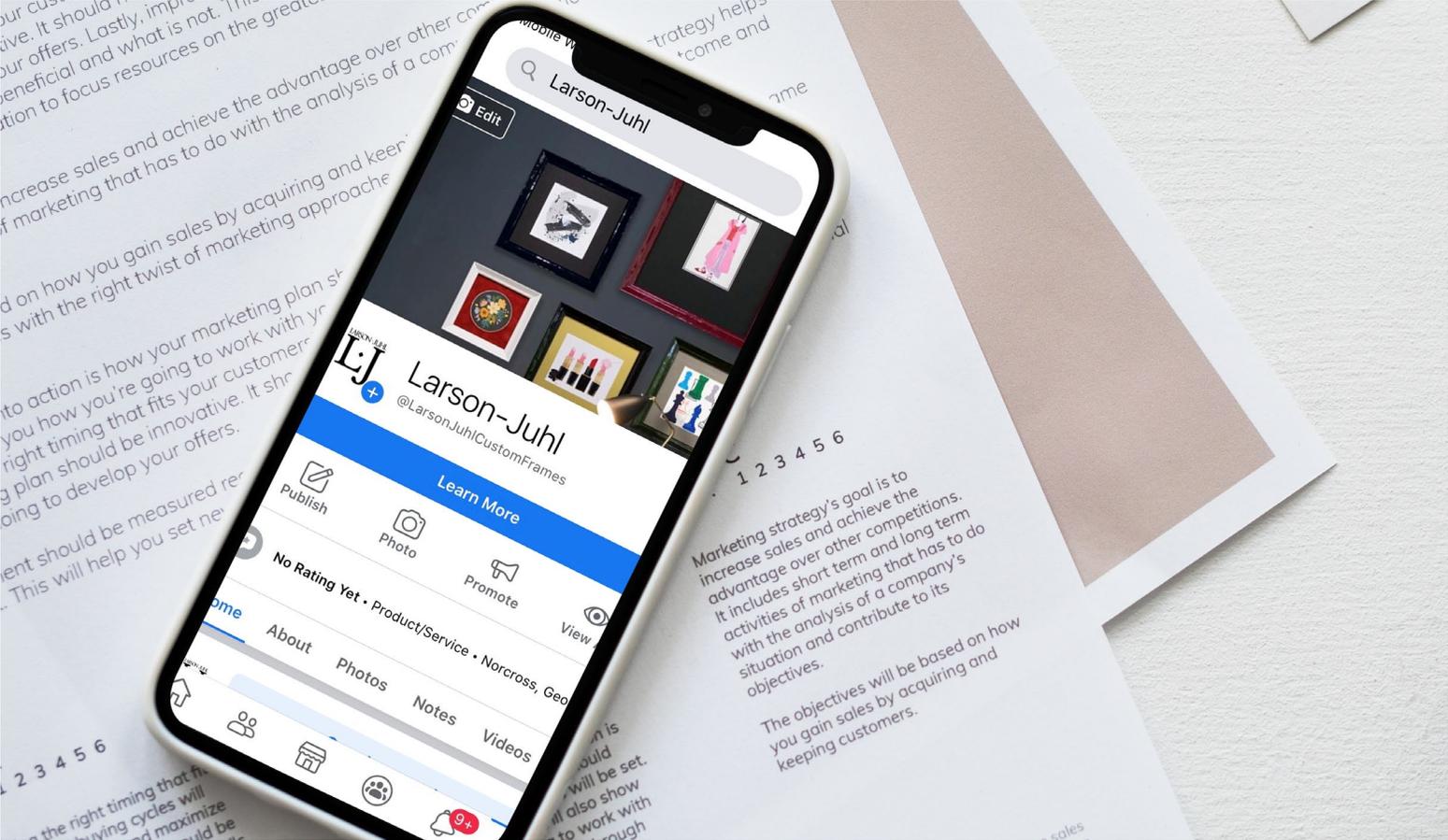
ABSTRACT

Social Media Basics & Best Practices

Social media marketing is more than having followers, it's about building a relationship with your customers and sharing the story of what makes your brand unique.

It is an essential part of every brand's marketing strategy that helps your brand connect with customers, build brand awareness and drive sales.

Did you know that two-thirds of Facebook users report visiting a local business Facebook Page at least once a week?



Why it's Important

Why Social Media is Important for Your Business

SOCIAL MEDIA DRIVES TRAFFIC

Social media posts are a great place to share links and drive traffic to your website.

Interested in more DMs?
Ask your followers a question and encourage them to reach out via direct message.

Interested in more traffic to your site?
Include a link within your copy.

Selling a product? Set up a shop on social media and tag products in your posts.

SOCIAL MEDIA STARTS CONVERSATIONS

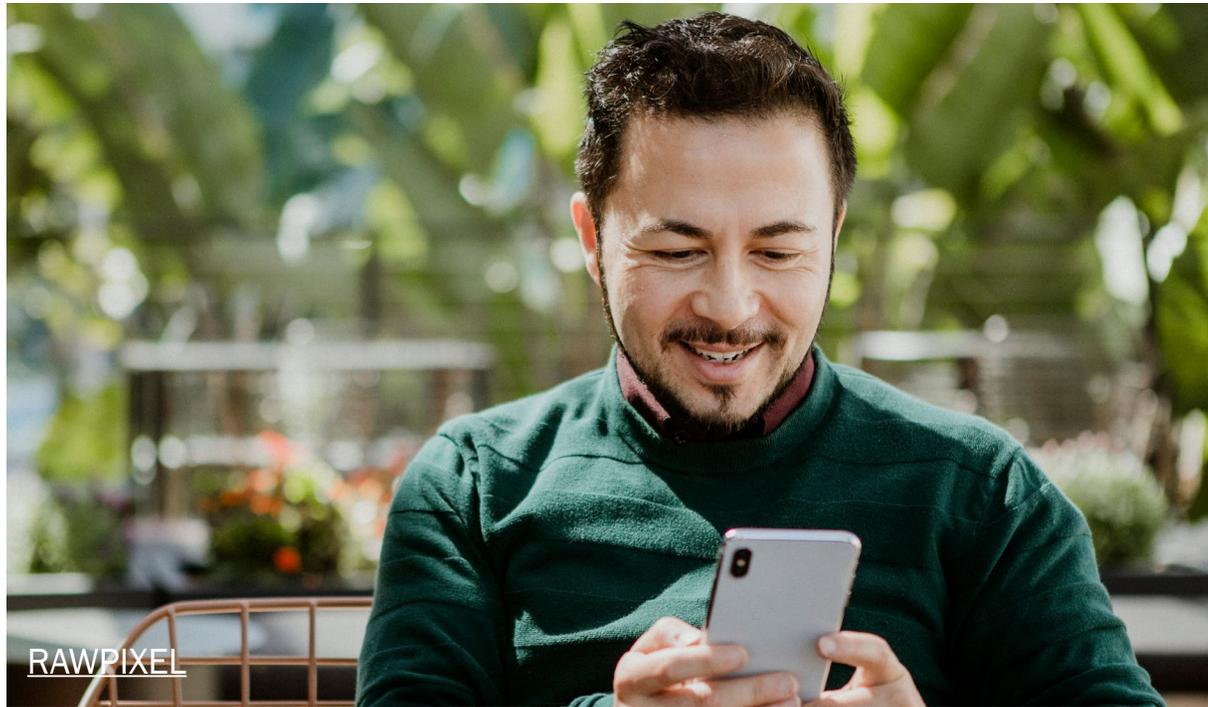
Social media was created to connect people.

Use your brand's social media presence to share your story, get to know your customers better and use those connections to improve brand awareness and loyalty.

Mentions and reviews from customers is an easy way to increase your visibility on Facebook.

Studies show that consumers follow and engage with brands they value and trust.

Social media helps you stay top of mind and part of your customers' conversations.



**SOCIAL MEDIA AS FRONTLINE
CUSTOMER SERVICE**

Good news travels fast, and complaints travel even faster!

Having a trained social media team gives your brand the edge to manage customer service issues in real-time to tone down the conversation without escalation.

SOCIAL MEDIA NEVER SLEEPS

Even though your offices might close at 6pm, social media continues to buzz away, 24/7.

Your customers can engage with you any time, day or night, across multiple channels - and a quick response is so important.

Studies show as many as 42% of customers who complain about a company on social media expect a response within 60 minutes or less.

Basics of Social Media

Best Practices for Social Media Marketing

no. 1

OPTIMIZE YOUR PROFILES

Make sure your page is set up as a business account.

Unsure how to do so?

Find directions for each platform below:

- [Instagram](#)
- [Facebook](#)
- [Pinterest](#)
- [Twitter](#)
- [LinkedIn](#)

Update your bio, contact information and add a call-to-action link.

Upload a clear profile picture.

no. 2

GRAB YOUR CUSTOM HANDLE

Your social media handle or name should be easy-to-remember and short enough for people to easily tag you.

When someone tries to search your name, they will use your handle to find your page.

Keep your handles consistent across all social media profiles.

If you use a name that's different from your brand or company name, you might confuse followers and make your page hard to find.



no. 3

POST CONSISTENTLY

Find a content schedule that works for you and stick with it.

If you're only able to post once each week, make the time to create your content and keep up with that schedule.

no. 4

PLAN CONTENT AHEAD OF TIME

Set a block of time each month to create and schedule content. You can use built-in scheduling tools or a platform like Buffer that allows you to schedule content to multiple platforms from one place.

Add your copy, image/video and schedule it to publish at the date and time of your choosing.

no. 5

SHARE CONTENT THAT ADDS VALUE

Most users are on social media to interact with friends and family members.

Create and share content that makes sense to be included in your customer's feed.

Your content should add value to their day. Offer tips for picking artwork, share the differences between frame shapes and sizes, etc.

Overly sales focused content can turn off customers and not cause them to stop scrolling to pay attention.

no. 6

ENGAGE WITH YOUR AUDIENCE

Posting content is great, but if you ignore comments and never interact with any other profiles, you'll have a lonely existence on the network.

Respond to comments on your posts. If someone tags you, show them some love. Think: does it make sense to repost that image in your feed or in your story?

Reminder: always ask permission to use someone else's image/video - even if they tagged you. It's also a best practice to give photo credit in the caption and tag their account.

no. 7

TAG YOUR LOCATION

Some social networks allow you to tag your location. This is a great way to boost your awareness locally.

Tag your shop address or neighborhood in each post on Instagram or check into your location on Facebook.



no. 8

USE A CONTENT CALENDAR

Plan, plan, and plan some more. Consistency is key, but remembering to post isn't always easy.

Pre-planning and scheduling your posts ahead of time means you won't be scrambling to think of what to post so you can focus on revenue-driving tasks.

no. 9

INCLUDE A CALL-TO-ACTION

When it makes sense, ask your audience to follow you on social media, visit your site, or join your email list.

When you build an online community and your audience trusts you, they are more willing to follow through with the action you're asking of them.

Here are a few examples of common calls-to-action:

- Follow Us
- Visit Our Site
- Shop Our Sale
- Join Our Email List
- Download Here
- Learn More

Instagram

Basics & Best Practices



You don't need professional photography equipment to post on this platform - a smartphone paired with good lighting and focus is all you need.



CREATE AND SHARE REELS - Reels are 15-second multi-clip videos with audio and visual effects. These videos can help improve your content's reach and get your business in front of new audiences.



Types of posts you can use on Instagram:

- Photo
- Video
- Stories



TAG PRODUCTS - Add products to your Instagram shop and make any post on your feed shoppable.



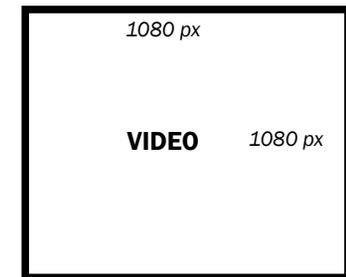
BUILD A BETTER BIO - Your Instagram bio is a great sneak peek at what to expect from your brand. You have 150 characters to share your brand's purpose and offerings. Update your bio with sales, new products, calls-to-action or other important news for your audience.

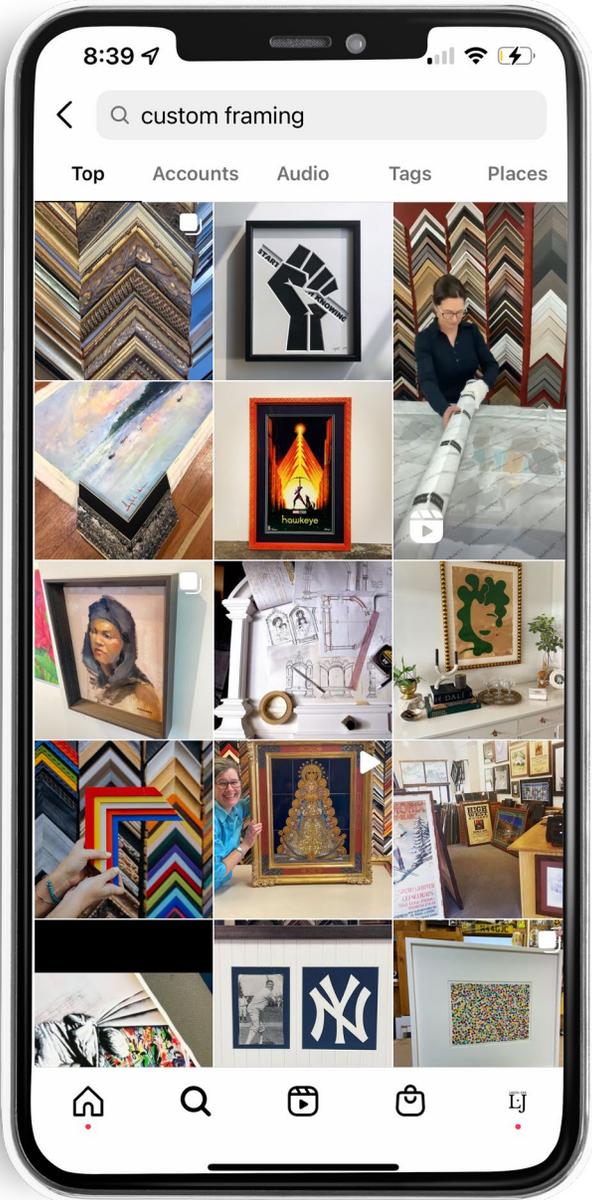


Industry Standard Recommended Image and Video Sizes:



USE INTERACTIVE FEATURES - Add GIF stickers, quiz buttons, and question/answer buttons to your stories posts. These interactive elements are fun to engage with and can provide insight into your followers preferences.





Facebook

Basics & Best Practices



Highest engagement rate on this platform with eye-catching photos or video content. Share the process of completing a customer's project or show a before and after of the piece hung in your customer's home.



POST NATIVELY THROUGH FACEBOOK OR SCHEDULE THROUGH BUSINESS SUITE - Facebook favors their built-in tools and scheduling through Facebook directly could improve your content's reach.



Types of posts you can use on Facebook:

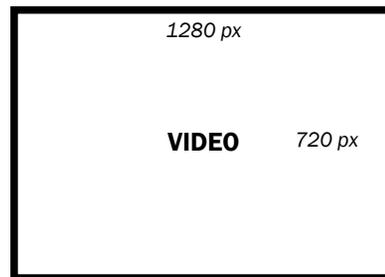
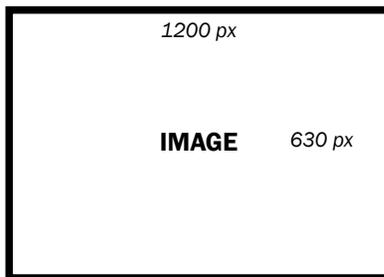
- Photo
- Video
- Stories
- Linked Content



AVOID TOO MANY HASHTAGS - Stick with 2-3 hashtags within your caption as opposed to adding several hashtags at the end of your caption.

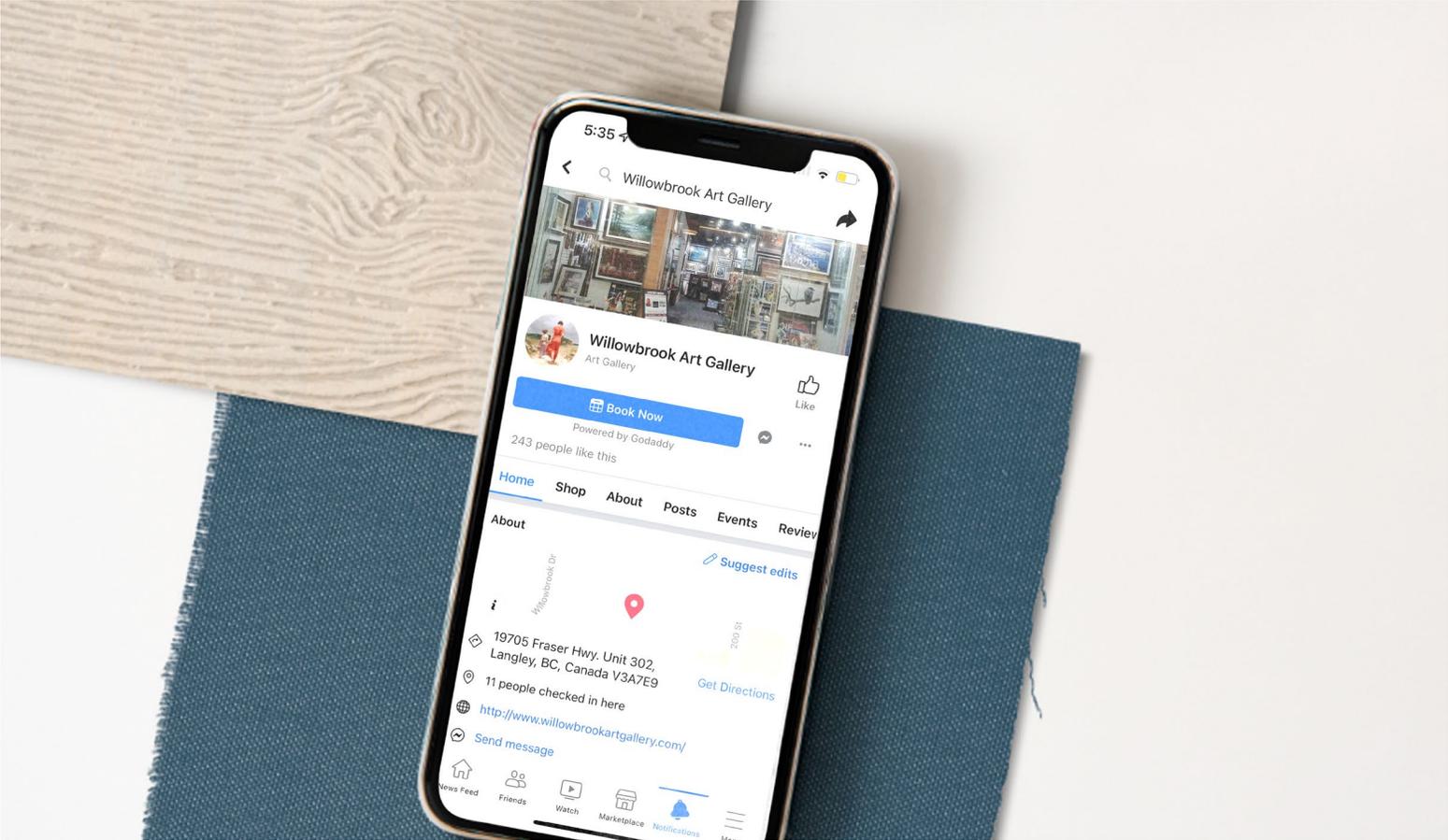


Industry Standard Recommended Image and Video Sizes:



Hashtag Best Practices for your posts:

- Start with Branded Hashtags
- Niche-Specific Hashtags with fewer than 10K Posts
- Moderately Popular Hashtags with 10K-100K Posts
- Popular Hashtags with 100K+ Posts Associated with Them



LinkedIn

Basics & Best Practices



This platform adds value to your audience and shares content that serves a purpose - to educate, inform, guide, inspire, or entertain.



UPDATE YOUR COMPANY PAGE - Add a professional image or logo as your profile picture. Fill out the details section to help your connections become more familiar with your company.



Types of posts you can use on LinkedIn:

- Photo
- Video
- Linked Content



SHARE CONTENT - You can share blog posts, e-books, and other content that you create on your company LinkedIn page. When followers see and engage with your posts, it will help drive traffic, generate leads, and boost your social reach as your content spreads.



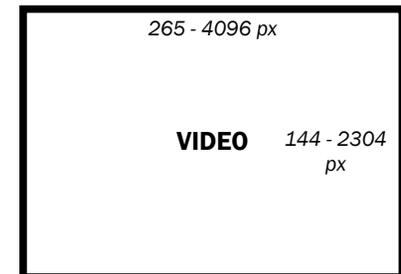
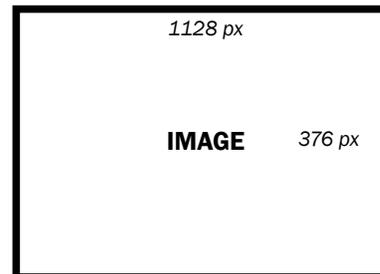
POST AT LEAST TWICE A WEEK - Companies that post weekly see a 2x lift in engagement with their content.



Industry Standard Recommended Image and Video Sizes:



AIM TO INCLUDE AN IMAGE IN YOUR POSTS - LinkedIn posts with images typically result in a 2x higher comment rate. Carousel or image collages (3-4 images in one post) perform especially well for businesses.





Pinterest

Basics & Best Practices



Less of a social platform, but rather a tool to provide sales. Has the ability to share created and third-party content. Strong descriptions allows pins to become more searchable, like SEO for a website.



CREATE AND PIN IMAGES WITH TEXT - Many pins you'll find on Pinterest have a text overlay on top of the image—a headline or description referencing the full article or pin. These make it easy to read the subject matter while scrolling the platform.



Types of posts you can use on Pinterest:

- Photo
- Video
- Linked Content



WRITE KEYWORD-RICH DESCRIPTIONS AND BOARDS WITH LINKS - Write a detailed description of your boards and pins with a link to the content you are sharing. Each word and hashtag used is searchable on the platform so including keywords will help more people find your content.



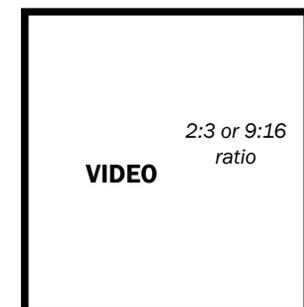
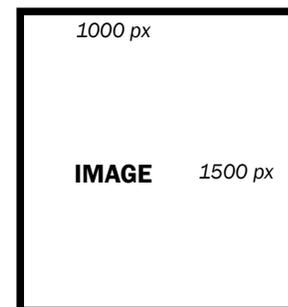
PIN CONSISTENTLY & SCHEDULE - Pinterest offers a free scheduling tool that allows you to schedule pins up to one week in advance. A good rule of thumb is to pin 2-5x per day.



Industry Standard Recommended Image and Video Sizes:



CREATE "PIN IT LATER" LINKS - These are links on your website that allow a user to pin an image from your site onto a Pinterest board.





Twitter

Basics & Best Practices



Much shorter content on this social platform versus others with a maximum of 280 characters per post. Tweets with hashtags receive 2x more engagement.



USE HASHTAGS - Tweets that contain hashtags receive 2x more engagement than those that don't. Keep it short and sweet - use no more than 2-4 hashtags per Tweet.



Types of posts you can use on Twitter:

- Photo
- Video
- Stories



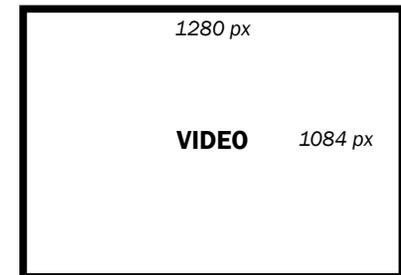
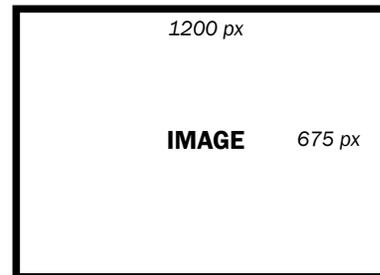
ADD MEDIA TO YOUR TWEETS - When you add an image or video to your Tweets, you'll get more shares and clicks than the Tweets without images. Using Twitter on your smartphone? Record a new video or upload existing content from your phone.

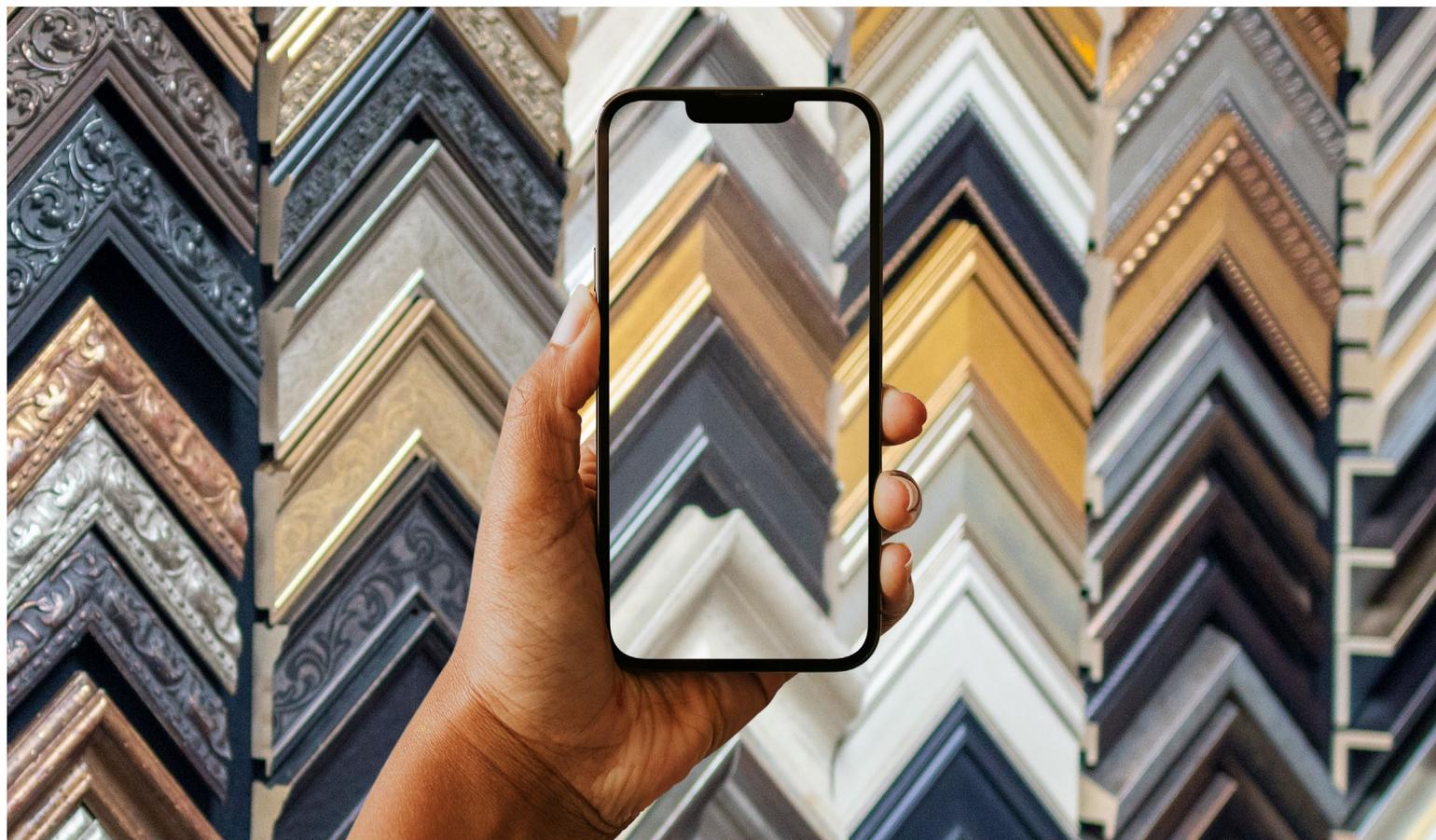


BUILD A BETTER BIO - Your Twitter bio allows for 160 characters where you can showcase your company right under your profile picture. In a few sentences, describe what your brand offers to your customers. Add a call-to-action if space allows.



Industry Standard Recommended Image and Video Sizes:

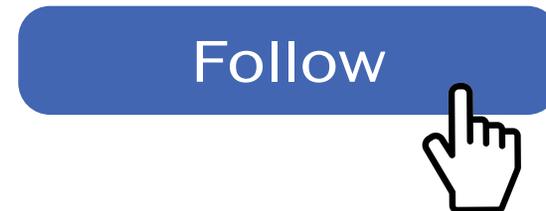




Recommended Pages

Social Media Pages to Follow for Inspiration, Community, Resources & Best Practices

1. [Larson-Juhl](#)
2. Local Businesses & Publications
3. Framers Forums
 - [FramersOnly](#)
 - [Framing.Academy](#)
 - [Women of Picture Framing](#)



4. [Apartment Therapy](#)
5. [Architectural Digest](#)
6. [Houzz](#)
7. [Elle Decor](#)
8. [Havenly](#)
9. [Veranda Magazine](#)
10. [Anthro-Living](#)

Key Take-Aways

Social Media Basics & Best Practices

Social Media truly is the bridge between your brand and your customers. Creating relationships, building brand awareness, and driving sales all are supported via the content that is created for a properly established business page.

These Basics and Best Practices should not feel difficult to complete, due to the casual, yet functional, purpose of Social Media. Customers continuously log onto Social Media as a “break” and form of entertainment. Seeing beautiful, completed pieces or inspiring artwork will drive them to like, comment, and share posts of their favorite businesses.

Find more Insights at shop.larsonjuhl.com

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