



MORE  
INSTORE

**FRANKE**

## Social Media Advice Guide

Social media is a key factor in modern marketing. From sharing content with your customers to providing customer service, it allows you to communicate with audiences in real time. It's therefore no surprise that social media is fast becoming one of the most important channels to include in your marketing strategy.

Here's a short guide of the most significant aspects to consider when building and managing your social media accounts.

[www.moreinstore.co.uk](http://www.moreinstore.co.uk)

## Social media explained

**1. Facebook** is one of the chief social media channels to focus your attention on as your business can benefit from its own dedicated page. You can share great content, imagery and videos with your followers, as well as initiate conversations with partner brands, including Franke, by tagging them in your posts. As Facebook is one of the main platforms for customer service enquiries, make sure that your responses are quick, honest and friendly.

**2. Twitter** is a public forum where anyone can read, write and share messages. Each tweet is limited to 140 characters whether for content, conversation or news. It's a great way to share key messages and converse with customers and other companies. Just remember to mention people or brands using their Twitter handle (@) and use hashtags (#) for important topics. Both handles and hashtags are really useful for searching for references to your brand on the Twittosphere, allowing you to find customer service enquiries that you may not be aware of or positive comments that you can retweet.

**3. Pinterest** is a photo sharing website that allows users to create and manage theme-based image collections, known as 'boards'. Your 'boards' could focus on specific products, brands and store imagery, which you can share through hashtags – to enable customers to search for your images – or other social media channels. Pinterest works best when linked with Twitter in order to target wider audiences.

When you decide which social media platforms are best suited to your brand and marketing strategy, use our **5 top tips** for managing your accounts effectively:

**1. Plan your content in advance.** This will help to create structure on your social media pages and keep them looking fresh and up-to-date. It also ensures that content is of high quality by eliminating last minute, rushed and unnecessary posts. One post a day is a great starting point. Try including upcoming events, industry news or any offers and promotions that you'd like to promote. Sticking to a specific plan will also help you save time in the long run!

**2. Schedule your posts in advance.** Set some time aside at the beginning or the end of your week to timetable the next round of social media posts. Once scheduled, your posts will upload automatically to your chosen social media platform throughout the week, leaving you to your day-to-day work. Some handy (and free) programmes to help you with this are Hootsuite for Facebook and Tweetdeck for Twitter.

**3. Ensure posts are simple but striking.** Information overload is off-putting for social media users. Your audience is more likely to read and engage with your post if it's clear, concise and straightforward, so keep your word count to a minimum. Similarly, the more attention-grabbing your content is, the more likely your followers are to read, like and share your posts. To increase engagement with your brand, use imagery as much as possible (lifestyle images, such as live shots of the store, work well) and ask interesting, relevant questions.

**4. Build strong social customer service.** Customers are increasingly reaching out to social media to ask questions or complain. Setting up a process for enquiries will help you to remain at the forefront of issues and grow your reputation for solid customer service. If you receive a tricky comment online, direct the customer away from public-facing platforms by asking them to email you with the query. It's best to create a specific email address dedicated to social media enquiries so these can be easily recognised by you and your team. As with all customer service, it's vital to remain professional and transparent at all times.

**5. Stay ahead with analytics.** This data allows you to discover how many people are engaging in your posts on a weekly or monthly basis. Specifically, Facebook Insights provides statistics such as engagement level, type of audience and when your audience is most active. This information will help you to understand what's working (and what's not) and subsequently tailor your future content to better suit your audience and encourage more people to like your page.