



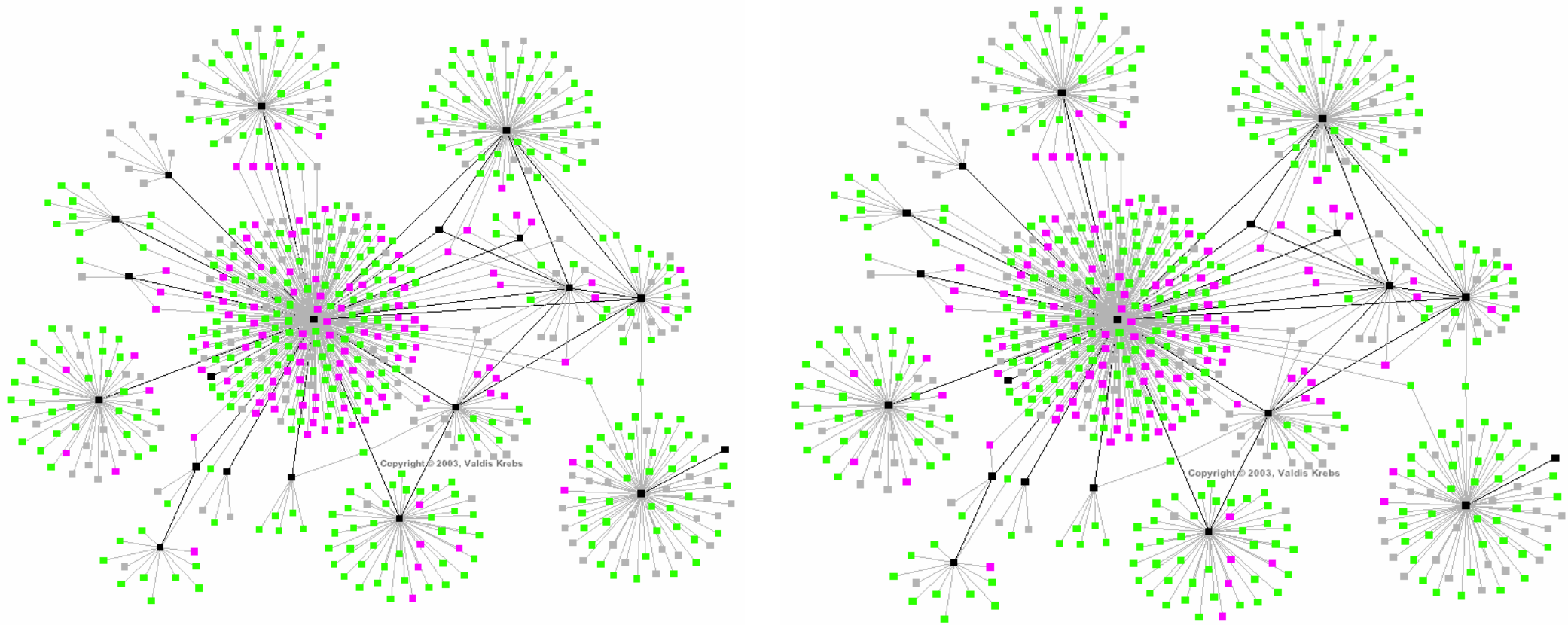
HugSpeak

Social Media 101

LAUREN HUG



Every Connection & Conversation Matters





“Ironically, technology is making people more human. When you are willing to be an empathetic, caring person, you’re able to connect on a deeper, more emotional level with stakeholders.”

- WILLIAM ARRUDA

MOST BASIC LEVEL

You *MUST* be *present* on all major social media networks because that is how people choose to communicate

Social media accounts are just as important as phone numbers, e-mail addresses, websites, etc

MORE STRATEGIC LEVEL

Who do you want to reach?

What do you want them to do?

What will get them to do it?

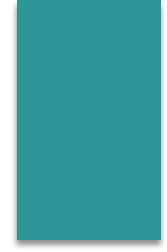
HOW

Establish Credibility

Learn About Your Audience

Build Relationships

Get Your Audience Involved



YOU MATTER MORE TO YOUR AUDIENCE THAN YOUR BUSINESS DOES

HUMANS connect with HUMANS

Create human-centric content

Post things humans will want to adopt,
adapt, and spread

Use your personal accounts to amplify

WHAT TO SAY / SHARE

Tell people things they need to know to have productive interactions with your business

BE HUMAN



Tell stories with words, images, infographics, videos

Have conversations

Invite feedback and share feedback

Have fun

MAJOR SOCIAL MEDIA NETWORKS

- ▶ **Facebook**
- ▶ Instagram
- ▶ Twitter
- ▶ LinkedIn
- ▶ TikTok
- ▶ Pinterest

Facebook is usually crucial. Start there. Once you've got the hang of it, expand to other networks based on audience feedback or your personal preference

Each platform is different. Learn how to maximize them through online tutorials or blog posts addressing your specific questions.



PERIODICALLY, DRIVE PEOPLE TO YOUR E-MAIL LIST

Algorithms and features often change.

Make sure you have a way of connecting with your audience that isn't dependent on social media platforms.

INTERACT AND RESPOND

Building relationships is key.
Talk to people. Engage with them.
Always respond.

NO “RIGHT WAY” TO DO THIS



Create content people want to share.

Build relationships so people want to share it.



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