

Communications Toolkit for Beer Distributors

Social Media 101



Tell your Story Using Social Media



Distributors are doing incredible work in their local communities, and we know that customers and the public want to hear about it! **Social media** can be a useful tool to gain additional, positive attention.

In this deck, we've detailed some background information and **best practices** to help you harness the power of social media and grow your following **to best benefit your business.**

Remember to use NBWA as a resource.

Have a question or need help? Please email ajones@nbwa.org

What to Keep in Mind

Benefits of using social media as a business:

- Attract customers, build loyalty
- Increase market reach and following
- Do market research
- Develop your brand
- Increase traffic to your platforms and your website

What to keep top of mind when developing your social media strategy:

What is your goal?

Examples: grow my business's following; increase market share; drive brand awareness; etc. This should guide the development of your content.

Consistency = Key

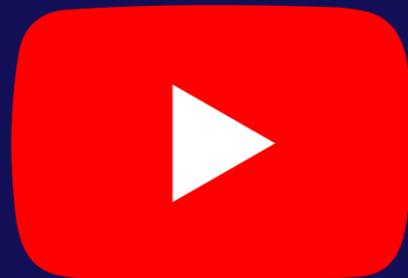
Whether this applies to frequency of posts or brand personality and presence, it is important to maintain consistency on your social media platforms.

Quality > Quantity

Make sure your **pictures are clear** and your **text** is easily **digestible** and **engaging** and incorporates a succinct call-to-action when necessary. The higher the quality of your posts, the more likely your followers will engage with your brand and you can re-purpose this content in the future.

Leading Platforms

- In the following slides, we will cover best practices for utilizing **Twitter**, **Facebook**, **YouTube** and **Instagram** for your business.



- We will provide tips to increase the effectiveness of your content, including:
 - What to post
 - How often to post
 - How to create engaging content featuring external content (pictures, short videos, GIFs, etc.)
 - How to use each platform's internal algorithms to your advantage



Twitter is a social media platform where users post content in the form of “tweets,” which are 280 characters or less. Tweets can include external content as well, like photos, links, GIFs or short videos.

Posting



DO: be conversational.

Find ways to stimulate conversations through shared subject matter and interests; this will allow you to better engage with your current followers and potentially grow your following.



DO: develop a brand voice/personality.

Whether polished and professional or light-hearted and silly, developing a brand personality or voice can help you curate future content and grow your following.



DO: keep your copy *short* and *sweet*.

Though allotted 280 characters, don't feel the need to use them all if you can communicate your message in fewer.



DO: monitor events & trending conversations.

Be open to engaging with current trends (holidays, sporting events, etc.), harnessing the power of trending hashtags, which can increase your exposure to new audiences.



DO: interact with followers and previously posted content with likes, retweets, and replies.



DON'T: be overly self-promotional.

Unless brand loyal, users are deterred by content that is sheerly self-promotional. Be creative and willing to incorporate/engage with other subject matter.



Users should post on Twitter frequently, up to 7 times a day. Additionally, users are encouraged to incorporate external content when possible.

Frequency

Active Twitter business profiles will tweet anywhere between 5-7 times a day.

External content best practices



DO: use images, GIFs, links and short videos whenever possible.

Users are statistically more likely to engage with visual content. It also allows you the opportunity to better develop your brand voice/image online.



DO: use native video upload

Video content should be directly uploaded to (or created on) a social network and played in-feed on that platform as opposed to linking to videos from sites such as YouTube or Vimeo. This preserves the quality of your video, helps you track engagement and doesn't interrupt the viewer's browsing process.

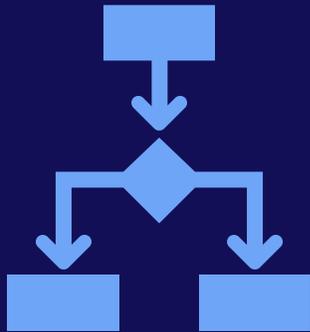


DON'T: share full-length videos.

Videos should be shortened to 30 seconds – 1 minute to avoid losing viewers' attention.



Twitter's format is ideal for timely content, making the platform popular for news and customer service. The current Twitter algorithm uses different ranking factors to show users posts they think they'll like, including:



- **Recency** – how recently a Tweet was published
- **Engagement** – how many retweets, clicks, favorites, and impressions a Tweet has received
- **Rich Media** – the type of media you include in your Tweet, like images, videos and GIFs
- **Activity** – how active a user is

Keep these factors in mind to maximize engagement with your target audiences.

Facebook

Facebook has more than 2.7 billion active users, making it an important platform for businesses of all sizes. It can help you connect with customers and offer key information about your businesses, products and upcoming events.

Posting



DO: curate your content to your developed brand voice/personality.



DO: interact with followers and previously posted content with likes and replies.



DO: take advantage of Facebook as a platform to post longer-content.

Harness the features of Facebook to share more information about your business, products or resources without going overboard.



DO: monitor events and trending conversations.

Be open to engaging with current trends (holidays, elections, sports games, events, etc.), harnessing the power of trending hashtags, which can increase your exposure and help you increase your following.



DON'T: be overly self-promotional.



Users should post on Facebook frequently, up to 3 times a day. Additionally, users are encouraged to share high-quality external content like pictures, videos and links.

Frequency

Active Facebook business pages will post anywhere between 1-3 times a day.

External content best practices

Post pictures

- Use high-resolution or authentic images
- Follow Facebook's suggested aspect ratios
- Show your product/brand
- Avoid too much text

Post Videos

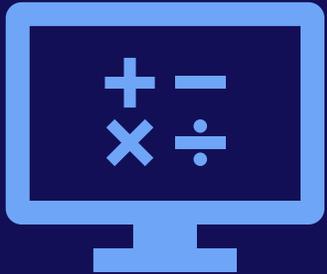
When uploading videos to Facebook, we suggest relying on native videos, or video content that is uploaded directly to (or created on) a social network and played in-feed on that platform as opposed to linking to videos from sites such as YouTube or Vimeo. This preserves the quality of your video, helps you track engagement and doesn't interrupt the viewer's browsing process.

Use links

You can add links to your Facebook posts, which will generate a preview of the link. Once you've pasted the link into the post, you can delete the hyperlink itself – the preview will remain hyperlinked, allowing users to navigate to the new page via the image preview.

f Facebook

Facebook's priority is to keep users engaged across their ecosystem. The algorithm is focused on serving content and messaging with the highest engagement and relevance.



The Facebook algorithm ranks all available posts that can display on a user's News Feed based on how likely that user will have a **positive** reaction.

The **algorithm for ranking content** on your News Feed is based on four factors:

1. **Inventory** of all posts available to display
2. **Signals** that tell Facebook what each post is
3. **Predictions** on how users will react to each post
4. **Final Score** assigned to the content based on all factors considered

Instagram

More than 25 million companies worldwide are already using **Instagram** for business, and more than 200 million users visit at least one business profile every day.

Description best practices

Keep the important information first. Keep things short if possible, incorporating #hashtag's and @mention's as necessary.

Posting

- DO:** commit to a regular posting schedule.
Active Instagram business profiles will post new content once a day.
- DO:** interact with followers and previously posted content with likes and replies.
- DON'T:** spam followers with more than two daily posts.

Image best practices

- DO:** post quality content that makes sense for your brand.
- DO:** tell stories with your posts.
- DO:** be visually consistent.
Curate content according to your pre-determined brand image and personality.

Instagram

The Instagram algorithm displays posts to your followers based on three factors: **relationship** (interaction history), **interest** (post type), and **timeliness** (publishing recency).

For brands, focusing on community engagement is key. There are **four engagements** that are important to feed ranking:

- Comments
- Likes
- Reshares
- View

Use these **tips** to successfully work with the Instagram algorithm:

- Post consistently
- Keep a close eye on your analytics
- Remix, reuse and repost your top-performing content
- Collaborate with like minds or other brands posting similar content
- Build quality relationships with your followers
- Use hashtags properly



YouTube can be extremely advantageous for businesses looking to market and build awareness around their products or services as marketing trends show that users are eager to view video over static content.

Description best practices

Keep your captions short and sweet – summarize your content and provide additional resources, like links, if necessary.

Posting

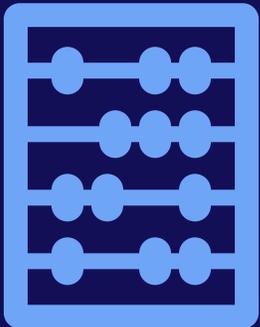
- DO:** commit to a regular posting schedule.
Active YouTube business profiles will post new videos anytime between 1-2 times a week.
- DO:** interact with followers and previously posted content with likes and replies.

Video best practices

- DO:** incorporate a call-to-action into your videos, if applicable.
Provide greater context/links in the caption section, if necessary.
- DO:** make sure your video ties back to your business's overall goals.

YouTube

YouTube's algorithms have two goals: find the right video for each viewer, and get viewers to keep watching. Therefore, the algorithm is watching user behavior as closely as it is watching for video performance.



The two most important places the algorithm impacts are search results and recommendation streams.

- Search results – based on your video's metadata (title, description, keywords) and how well those match the user's query
- Recommended videos – your video's engagement (likes, comments, watch time)

Use these algorithms to your advantage by posting compelling videos and setting up your videos' metadata before uploading.

Hashtag Best Practices

 **DON'T:** go overboard with hashtags!

 **Twitter:** 1 – 2 hashtags/Tweet

 **Instagram:** 1 – 3 hashtags/post

 **Facebook:** 1 – 2 hashtags/post

 **YouTube:** up to 5 hashtags/video

 **DO:** lookup your #hashtag to evaluate previous activity before you post it. Come up with a catchy hashtag for an event or release? Great – but make sure to look it up in the platform's search feature before you implement to evaluate the hashtag's history.

 **DO:** be choosy with hashtags. Use industry- or brand-specific hashtags that are easy for users to find and help your content stand out from the crowd. A good number of hashtags to use is seven or eight on any given post.

 **DON'T:** use overly generic or popular hashtags. Overly generic or popular hashtags – like #holiday and #fashion – can send your posts into oblivion, competing with millions of other posts.

Analytics



Upon creating a **Twitter**, **Facebook**, **YouTube** and **Instagram** business page, you gain access to each respected platform's analytics features. This can help you evaluate the success and failures of your past content. Review this often and revise your strategy to replicate content that has performed well in the past.



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