



# DBP GUIDE TO SOCIAL MEDIA FOR SMALL BUSINESS

Everything is moving so fast right now that websites are quickly outdated, with people getting so much of their news about brands and businesses on social media. Take time to make sure you're up to date!

## INSTAGRAM



Instagram is where the action is online with multiple daily updates, especially on Instagram stories, where the sky is the limit. Curate your grid to suit your image, but with Instagram stories have some fun, be loose. Just remember that authenticity is key. Seek out your tribe. Search for relevant, trending hashtags. Give out small bits of useful information. Engage with your followers and try to update daily.

## FACEBOOK



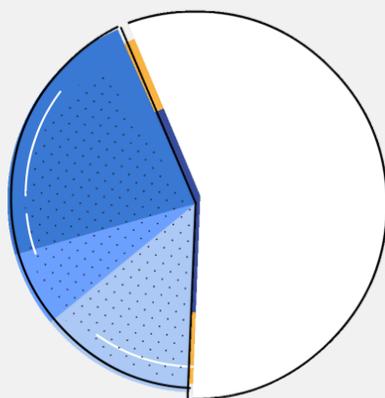
Instagram may be king but Facebook is still relevant. If you find it hard to keep up with both platforms LINK your Instagram and your Facebook accounts - that way, one post lives twice. Facebook is still a good opportunity for a company to make online sales, and create a following around the brand. Don't ignore it. Try to update at least 2 or 3 times per week. (easy if your accounts are linked!)

## PINTEREST



Pinterest is an online tool for collecting and organising images, and is under-rated for generating sales, especially if you have a niche product. Build up a Pinterest library if you're a chef with recipes to share, or a hotel / guide who can jump on the tourist destination bandwagon, or a designer or stylish retailer who can share look-books and style inspiration. (not limited to this btw).

## CALENDAR



Make a plan and write it down! Can't stress enough that this simple idea works. Think of ONE theme for your brand this week and stick to it. Then, spread those ideas across all the platforms. REMEMBER to update your website. Things may be moving fast but it's probably still the first thing that comes up in search engines, so keep it relevant. Take a concept - PINK - create a cake, pasta or dress....write a blog about it, post pretty photos on instagram, show some crazy stories, link to your facebook account and hashtag #pink #lovepink #prettyinpink....start now and do it all again next week!