



BNB Resiliency and Recovery Program

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Name of Presentation : Social Media

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Stony Brook Small Business Development Center:

Helping You Start Up or Grow Your Established Business

The mission of the Small Business Development Center is to strengthen the small and medium size business community by providing customized business solutions through free and confidential one-on-one business advisement, education, research and advocacy for entrepreneurs and innovators.

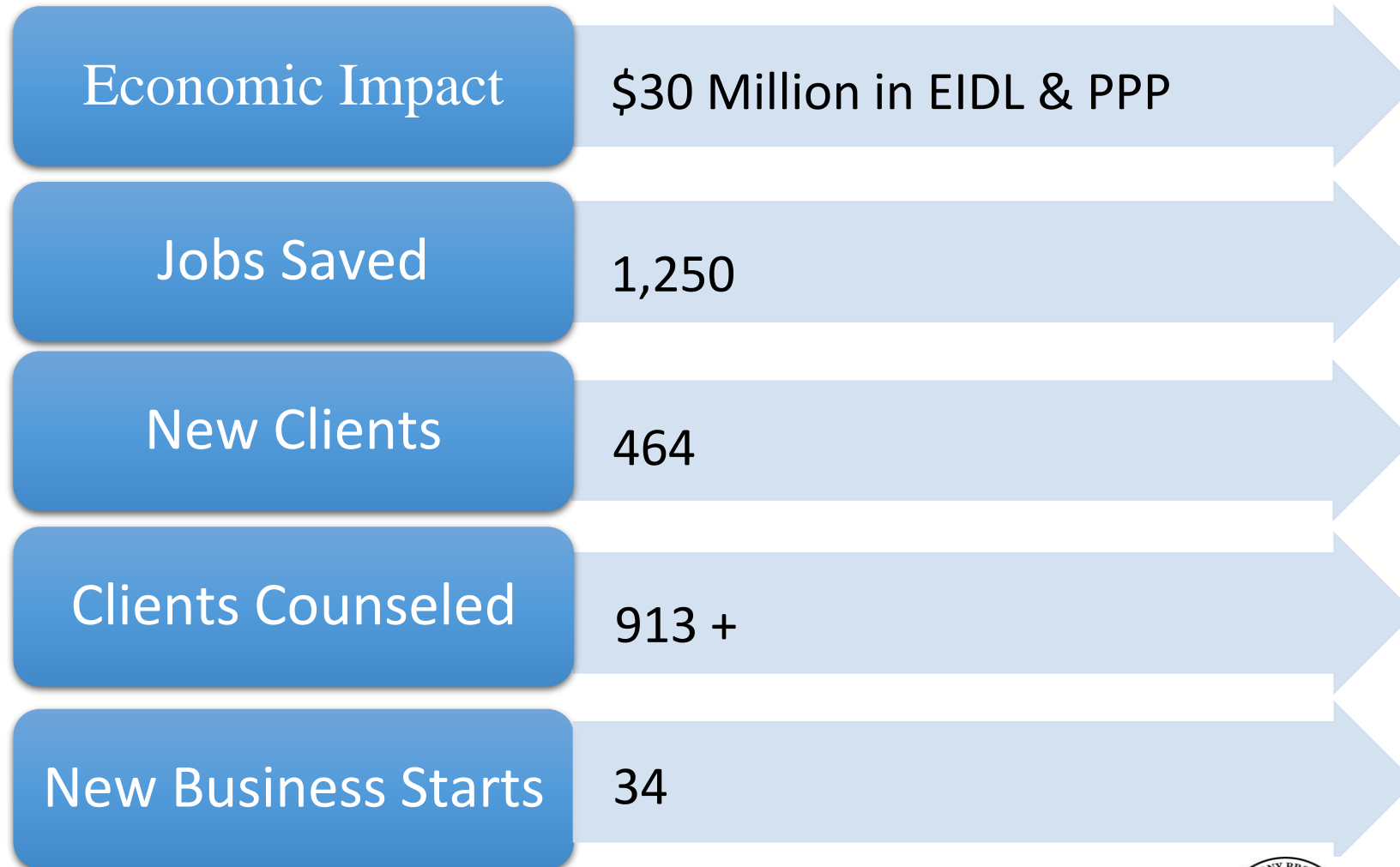


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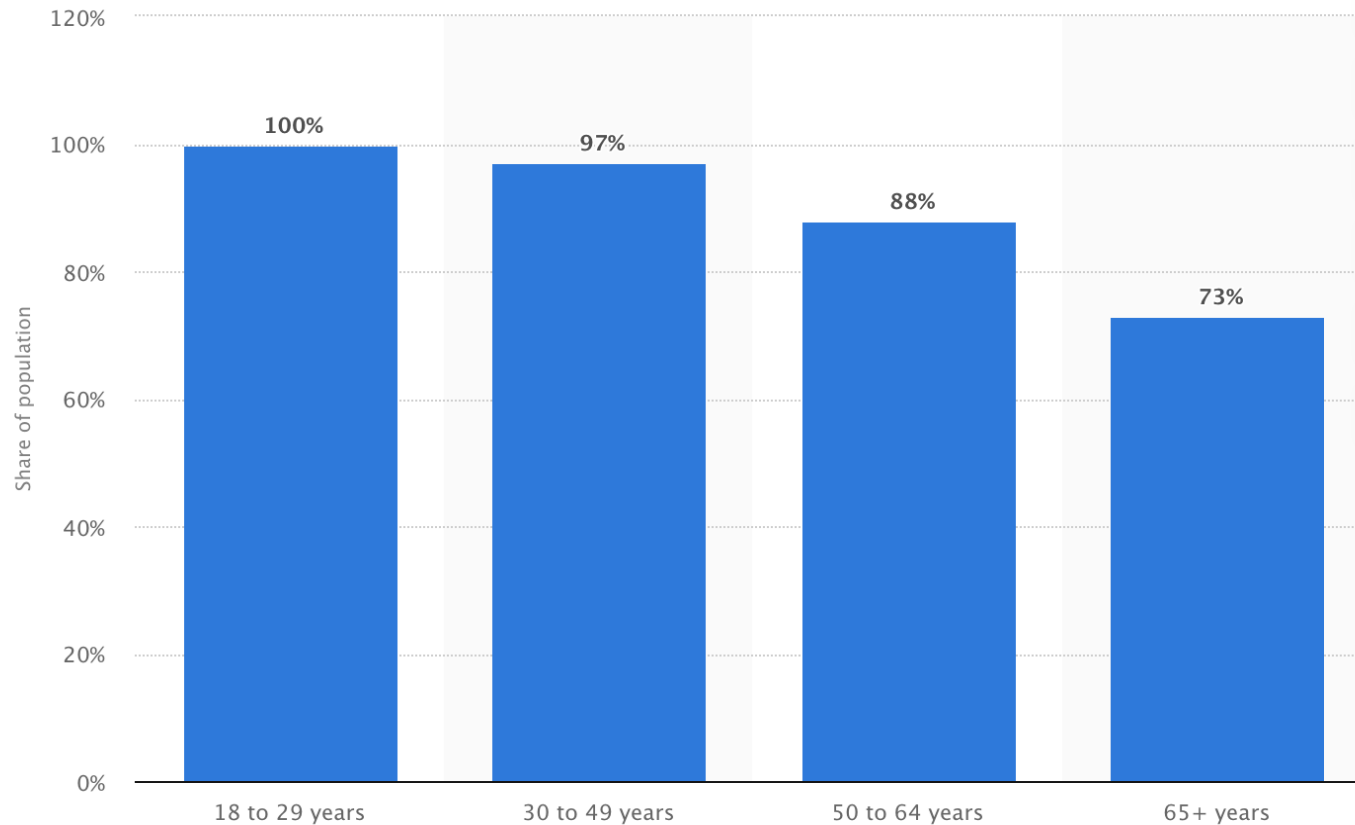


STONY BROOK SBDC

4 Month Pandemic Overview



Internet users by age groups



Overall, 90% percent of adult U.S population accesses the Internet.

Resource: Statista 2020

© Statista 2020



Why should Businesses use Social Media?



- Allows interaction with customers.
- Announcement of new products.
- Brand Awareness.
- Because your competitors are!

DIFFERENT TYPES OF digital media



PAID MEDIA

- some form of advertising that has been paid for
- allows the targeting of audiences who might not be aware of the company
- helps to reach a broader audience



OWNED MEDIA

- media the brand manages itself
- includes Facebook, websites, podcasts
- also platforms that loyal followers of the brand will return to for routine content



EARNED MEDIA

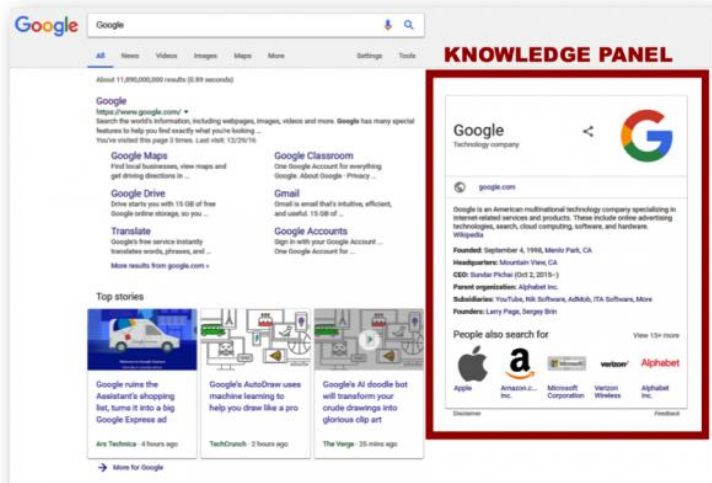
- describes when others are talking about your brand without being paid
- customers tagging you on social media or posting about your product

Social Media Rule of Thirds



- $\frac{1}{3}$ of your content should promote your business and products
- $\frac{1}{3}$ of your content should interact with your audiences
- $\frac{1}{3}$ of your content should be shared content from other influencers or leaders in your industry

Google My Business



Google My Business is a free-to-use tool for businesses to manage their online presence across Google. The Google's Knowledge Panel is the first thing that your audience sees. This panel can be managed by Google My Business.

Key Points:

- Optimized GMB page will increase visibility in search & website traffic
- A verified account is needed to access many GMB features
- According to google, adding photos tend to generate more clicks to the business website
- Get lots of reviews and GOOD reviews
- Engage with those who leave reviews. Good or Bad reviews
- Offers free advertising credits for those who qualify

Link : [How to set up Google My Business](#)

Social Media Platforms



Facebook

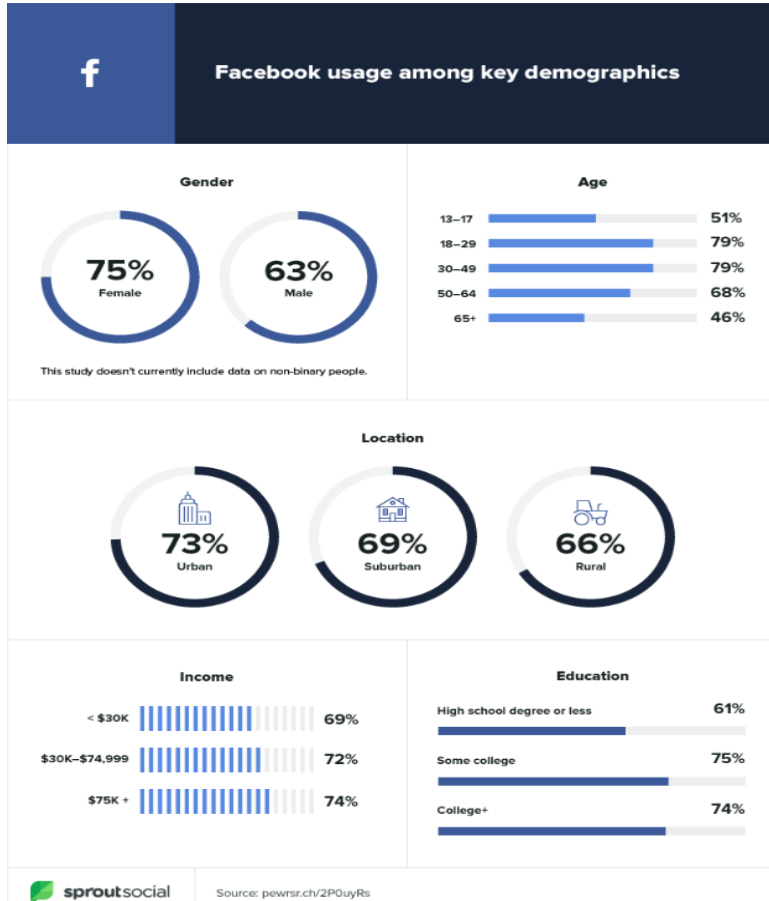
Facebook is the largest social media platform in the world with roughly 2.45 billion users in the world. As of April 2020, Facebook have 183 million users in the United States.

Key Points:

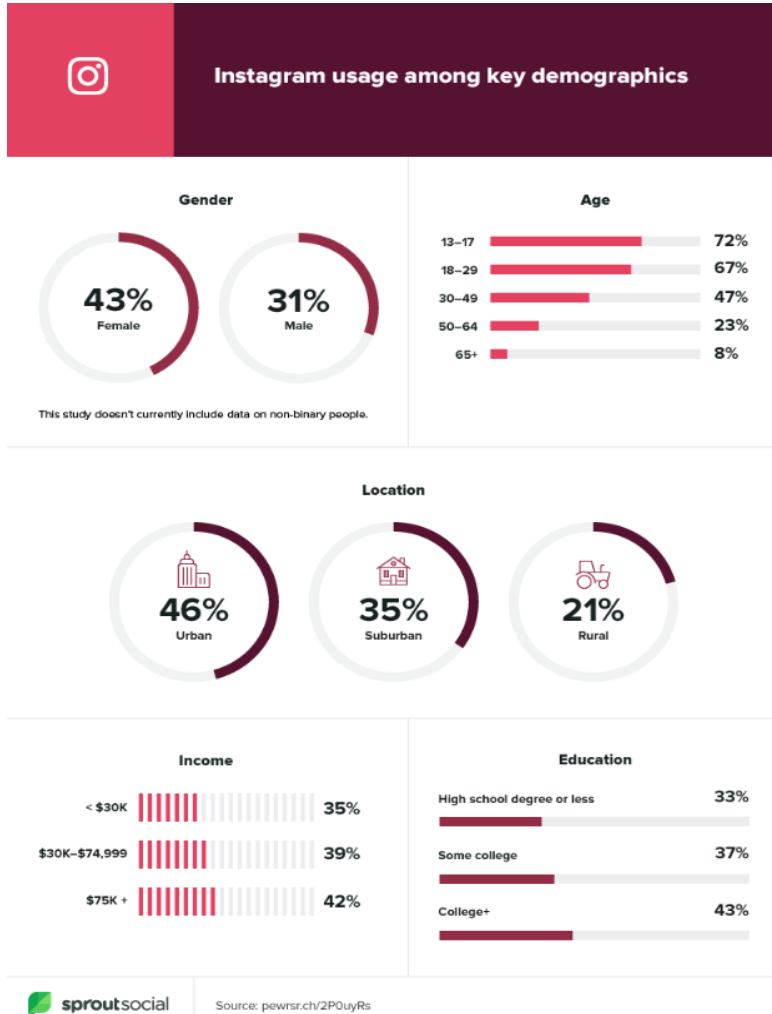
- Large user demographics
- Largest audience to share pictures and videos on
- Pin important information on top of the page
- Utilize Hashtags & Call to Action
- Run Facebook ads for geographic targeting
- Facebook offers free online tutorials

Link : [Facebook Tutorial Link](#)

Link : [How to Run Facebook Ads for Local Businesses: Driving Foot Traffic](#)



Instagram



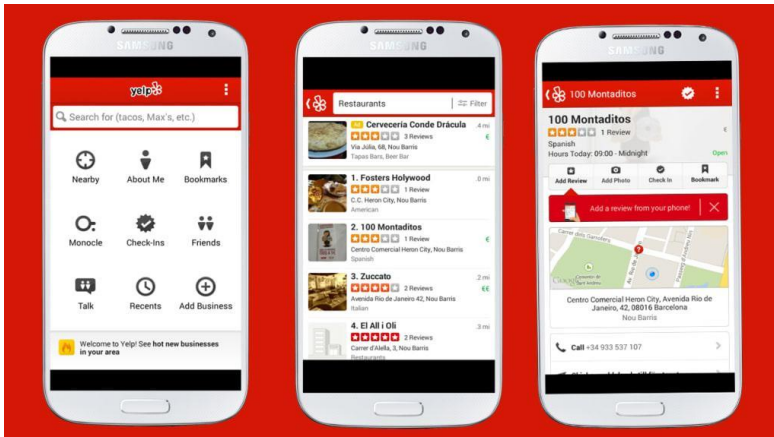
Instagram is a free social media developed primarily for photo and video sharing. Some of their unique filters and features can really give the users an opportunity to showcase their products and services.

Key Points

- Explore the unique photos & video filters
- 6 Different advertising options
- Utilize Hashtags & Call To Action
- Follow the Social Media Rule of Thirds
- Facebook ads can be displayed on Instagram feeds
- Beware of content COPYRIGHT when posting

Link : [Understanding COPYRIGHT protection by Hootsuite](#)

Yelp



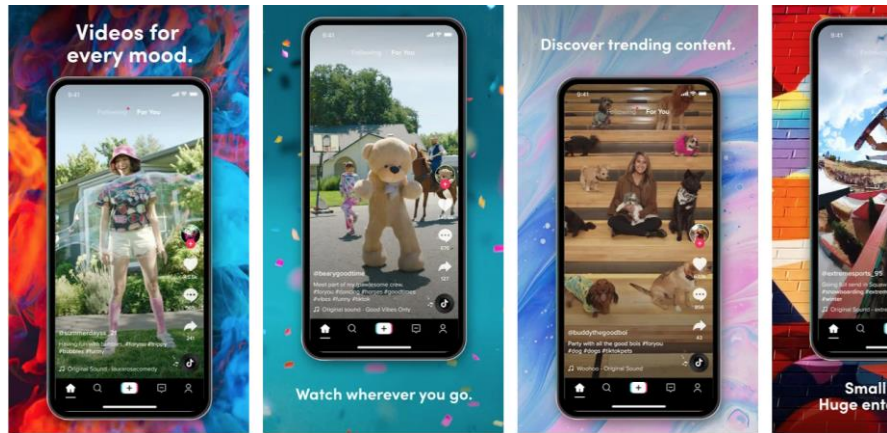
Yelp is an online directory for exploring businesses ranging from food industry to beauty salon and gas stations.

Key Points:

- Written reviews and star ratings.
- Filtered by geographical location and price range.
- Unique Features like outdoor seating, delivery service, and reservation
- Adding good quality of photos and menu.

Link : [Setting up Yelp Business Profile](#)

TikTok



Tik Tok is an app for making short videos with a maximum of 1 minute. It has been popular over Quarantine period.

Key Points:

- Add your **DESIRED EFFECTS** and **TEXTS**
- Discover what's trending on Tik Tok
- Be Unique
- Create challenges on other social media platforms

Social Media Channels Explained

BY: THE-PIXEL.COM

EACH SOCIAL MEDIA PLATFORM IS DIFFERENT



Facebook

I LIKE DONUTS



Twitter

I'M EATING A
#DONUT



Pinterest

HERE'S A DONUT
RECIPE



Instagram

HERE'S A PHOTO
OF MY DONUT



LinkedIn

MY SKILLS INCLUDE
DONUT EATING



Google+

I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS



Hashtags & Call To Action



#Hashtags

- A method to connect similar ideas, themes, and content together
- Allows you to reach a broader audience
- <https://hashtagify.me/>
 - Free for hashtag analysis
 - Statistics on hashtag popularity, top trends, influencers who have used the hashtags...
 - Show hashtags similar to your search

Call To Action

- Allows your audience to find the information that they are looking
- Make reservations, contact information, learn more about your business, shop with you or make a donation, download your app, etc...



Hootsuite is a social media management tool that allows you to view and monitor multiple social media platforms at once

- Free subscription only allows you to manage 3 social profiles
- Allows you to schedule posts in advance - Optimal posting times
- Able to integrate and manage 20+ different social media platforms at once - Saves time
- Able to see and reply comments on one platform
- Contains free resources regarding social media marketing, management, trends, and more
- Offers free platform training





Google
Analytics

Google Analytics is a free-to-use digital analytics software that performs in-depth analysis about the visitors on your website and blogs.

- Saves time by automatic data collection.
- Able to measure internal site search.
- Able to measure demographic & purchasing behaviors.
- Know which platform is driving the most traffic to your website.
- Able to check if you are achieving your goals.



Loyalty Programs

Rewards loyal customers with extra rewards & benefits.

Provides them with more incentive to do business with you

Have customers sign up with their email for mailing list



[Annex Cloud Website](#)



[Fivestars Website](#)



Direct E-Mailing

- Sending emails or newspaper to customers about products, promotion, or updates about business.
- Quicker results



Email Blasting Platforms



[Constant Contact Website](#)
[Website](#)



[Mailchimp](#)

- Allows user to edit their email letter
- Easy to upload existing email list
- Allows customer to sign up for mailing list
- Allows user to share email content on social media platforms
- Shows data on email click rate and open rate
- Able to track customers' information and their interests on products.



Useful Resources:

[Statewide Guidelines | New York Forward](https://forward.ny.gov/statewide-guidelines) - <https://forward.ny.gov/statewide-guidelines>

[Phase Four Industries | New York Forward](https://forward.ny.gov/phase-four-industries) - <https://forward.ny.gov/phase-four-industries>

[Social Distancing, Quarantine, and Isolation](https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html) - <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html>

[SMALL BUSINESS RESILIENCY GUIDE](https://americassbdc.org/wp-content/uploads/2020/04/Business-Resiliency-Guidebook-4-10-2020.pdf) - <https://americassbdc.org/wp-content/uploads/2020/04/Business-Resiliency-Guidebook-4-10-2020.pdf>

[SBDC Disaster Relief](https://www.stonybrook.edu/commcms/sbdc/services/disaster-relief) - <https://www.stonybrook.edu/commcms/sbdc/services/disaster-relief>

[COVID-19: Ad credits for Google Ads Small and Medium-sized Businesses - Google Ads Help](https://support.google.com/google-ads/answer/9803410?hl=en) - <https://support.google.com/google-ads/answer/9803410?hl=en>



Thank you!

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