Social Media Basics

Social Media for Blooming Businesses

Now that you've created Business Accounts on Facebook and Instagram, it's time to bloom where you're planted and build a strong social media community. This guide will coach you on how to reach your customers, gain valuable insights, and grow your brand by publishing strong content and engaging with your followers.

78% of US consumers discover products to buy on Facebook.

60% discover them on Instagram

Publishing Strong Content

Facebook

Facebook is a great publishing platform to create awareness, share important links, and keep the conversation going with floral enthusiasts and customers alike.

Some Content Tips to Keep in Mind When Publishing on Facebook:

- Prep for visitors! Complete your profile info to ensure your page is ready for viewing.
- Post often: New and frequent posts will tell your followers that you're active, legitimate, and care about them as customers.
- Keep it both beautiful and meaningful: Share posts that will engage people, connect to your audience, and make them want to follow your business.

Facebook Caption Dos & Don'ts

Do...

- Write for the broad audience
- Ensure copy matches media asset
- Let the media do to the heavy lifting
- Inspire engagement
  - Questions
  - Multiple choice
  - Shareable pro-tip
  - Collect questions for pros
- Make copy scannable
- Add line breaks, headers, etc to break up content if over 80 characters
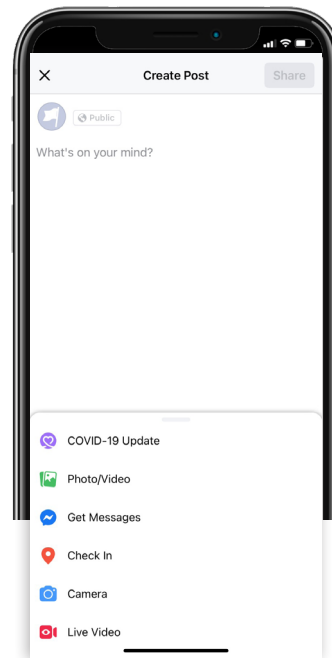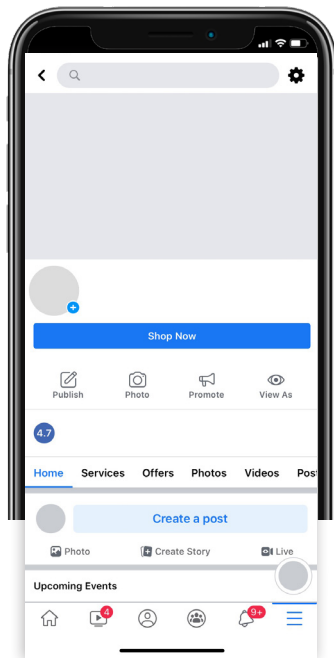- Use hashtags sparingly

Don't...

- Overtly ask for shares, likes or comments
- Be overly salesy
- Use the post copy like a blog post

How to Publish a Facebook Post

1. From your Page, tap on the Write a Post section.

2. Tap on the Photo/Video option from the menu on the bottom.

3. Add a caption to accompany your content.

4. Hit post!

Instagram

Instagram is a highly visual social media publishing platform. It is especially important to post high-quality pictures and videos, create a cohesive look and feel for your grid, and highlight your product with captivating, shareable content.

Some Tips to Keep in Mind When Publishing on Instagram

- **Quality counts!** Share high-quality and aesthetically-pleasing photos and videos that will stand out on the Explore feed, capture attention, and encourage people to save your content and follow your business.
- **#Growth.** Include relevant hashtags and follow and like similar accounts to gain exposure and followers.
- **Get creative!** Enhance your content with Boomerangs, Layouts, Carousels, Reels. [Insert links/examples]
- **Tell 'em a story in Stories.** Post more frequently and in real-time with Stories. Stories don't have to be as polished as your feed posts, and can instead highlight promos, announcements, and real-time footage of your shop, arrangement-making, etc.

## Instagram Caption Dos and Don'ts

Do...

- Use emojis purposefully
- Keep copy between 140-300 characters
    - If longer (organic only), create a strong reason for user to read more (i.e. helpful information to bookmark)
- Provide information around product, promotion, etc to complement the photo or video
- Inspire engagement
    - Questions
    - Multiple choice
    - Shareable floral tips
    - Collect ideas
- Make copy scannable
    - Add line breaks, headers, etc to break up content if over 80 characters
- Use 5-10 relevant hashtags in the first comment
    - Branded hashtags for special events or campaigns (for tracking or conversation purpose)
    - Mix of broad topical (i.e. #flowershop #florist) and niche hashtags (based on your location, specific event, type of flower, etc.) for search purposes
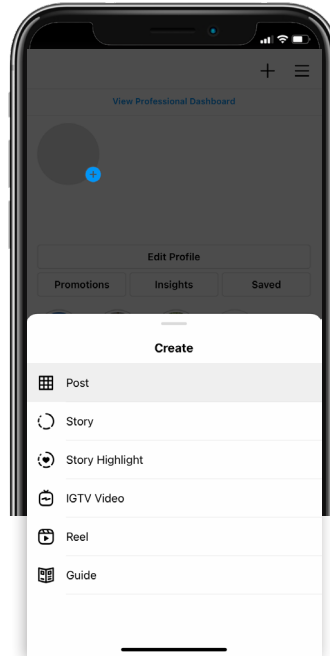
Don't...

- Overtly ask for likes, comments, shares, etc.
- Be overly salesy
- Write paragraphs without line breaks

How to Post On Instagram

1. From your Profile, tap on the "**+**" on the top right of your screen.
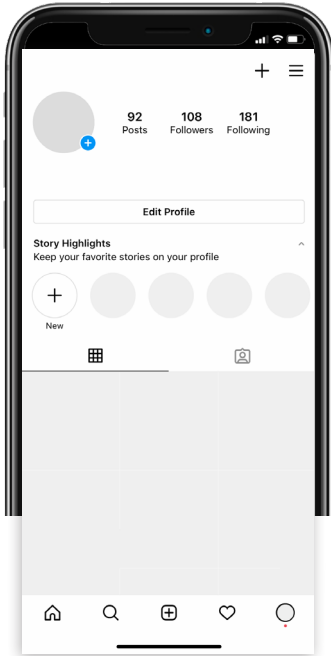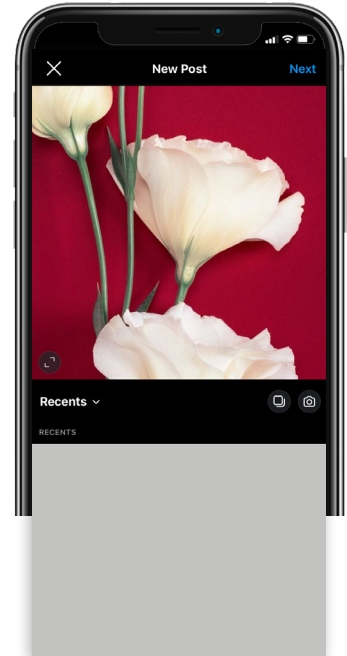
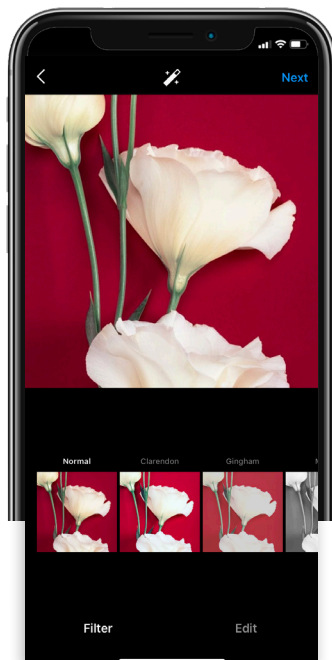*2.* Under the Create menu, tap on Post.

3. Choose a photo from your phone library.

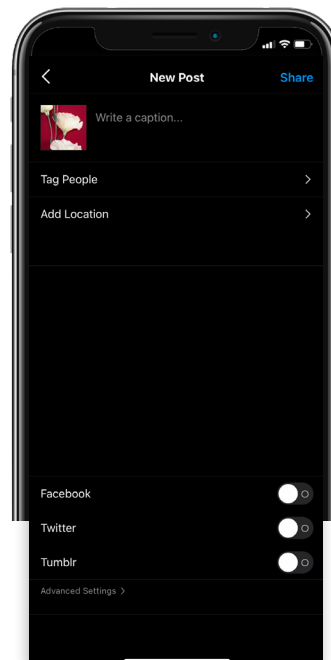*4.* Tap on Next on the top right of the screen.

5. Add a filter or adjust brightness, saturation, clarity and more by toggling with the features on the bottom part of the screen that say Filter and Edit.
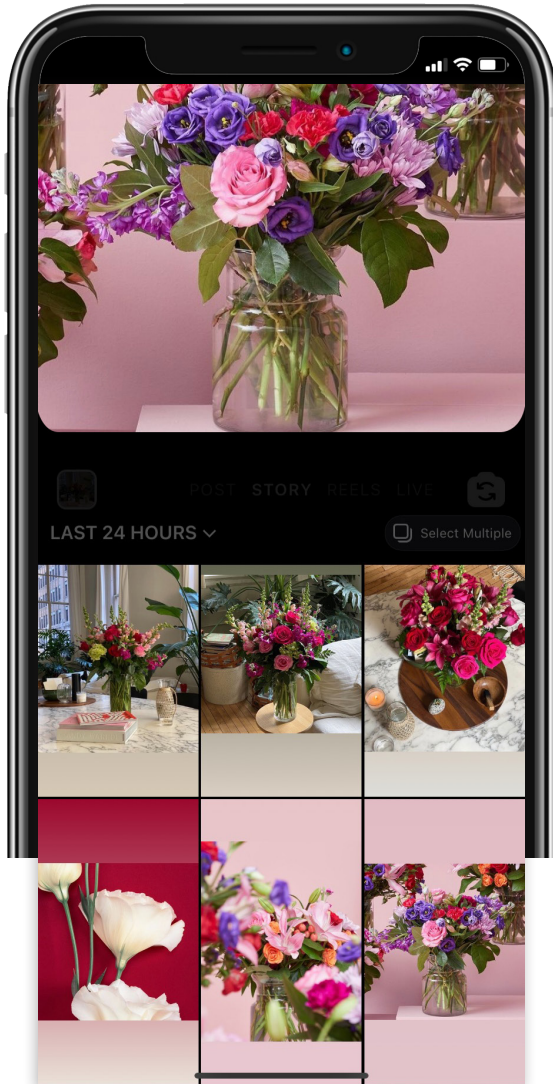
6. Tap Next.

7. Write a caption, include relevant hashtags, and add a location.

8. Hit share!

How to Post an Instagram Story

1.

From your profile, tap on the ⊕ icon on the top right of your screen.

2.

Under the create menu, click on Story.

3.

Swipe up to post a photo from your phone library, or tap on the white circle icon to take a photo.

4.

On the left hand side, tap on text icon to add text to your photo or video. Tap on the Boomerang icon to create a Boomerang. Tap on the layout icon to create a collage of photos.

5.

Add filters by swiping left and right.

Icons

◯	Take a photo
Aa	Text: add text to your image or video
∞	Boomerang: shoot a mini video that plays forward and backward
⊞	Layout: combine multiple photos into a single collage

Responding to Conversations

Having Business Profiles on Facebook and Instagram opens up the floor for customers to speak with you directly. They can ask questions, give compliments, and yes, share negative commentary.

Where to Look for Comments Daily

·   Written posts on your Facebook Page
·   Comments on your Instagram and Facebook posts
·   Privately in your inboxes across both platforms

#Tip:

Your Business Account streamlines this with notifications and a one-stop-view to respond on Facebook and Instagram.

Because customers are using social media as the prime source to connect with your business, it's important to provide a positive experience (just like you do at your shop) that builds a good reputation and helps you stand out from the competition.

Tips for Responding on Social Media

Whenever possible, take the conversation out of comments and into private messages or email.
If you receive a negative comment, take the opportunity to create a positive interaction: Take control of the situation with a tactful response that shows your current and potential customers that you care.
Respond swiftfully and meaningfully: This will tell your customers that you care about them, your business, and are taking the time to listen.
Observe comments carefully: Studying customer feedback on social media will help you identify gaps in your business.

Final Thoughts

Just like flowers foster relationships, beautiful content has the power to build connection with your customers when you aren't physically together. Think about what a photo of flowers can do to someone's day and keep this in mind when posting on your platforms. Always share content that's captivating, meaningful, and will stop the scroll. Follow us at @mercurynetwork for more inspiration and community!