

Using Social Media to Grow Your CT Small Business

June 2017

Introduction



*Social Media Platform Stats &
Examples of Successful Content*

FACEBOOK

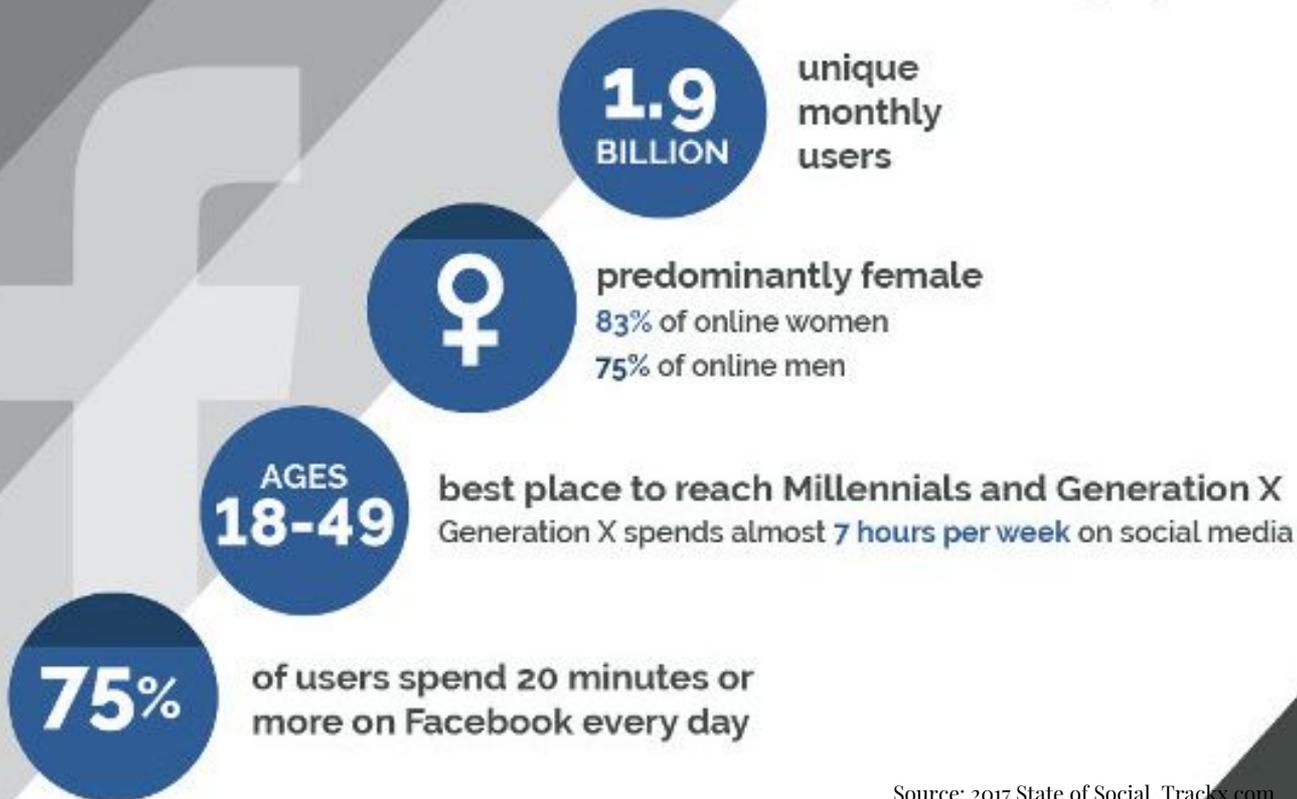
MIRANDA on FACEBOOK:

- Shares from partner pages on vineyard-related posts (e.g. CT Wine Trail, Goshen Farmers Market)
- Links to latest newsletters via Constant Contact
- Original photos from events, groups at vineyard
- Event page promotion (e.g. Weekend Wine & Chocolate Pairings)

Top Post In Last 30 Days:
"Double Rainbow," with 62 total engagements

FACEBOOK

Most popular



FACEBOOK

Examples:

Arethusa al Tavolo

Preston Ridge Vineyard

 **Arethusa al tavolo** added 4 new photos. June 16 at 1:14pm · 🌐

The first step in the clearing of a 5 acre parcel of land designated to be planted for the new Arethusa Gardens. Located on the Arethusa Farm, the gardens will be exclusively providing a variety of local produce to Arethusa al tavolo.



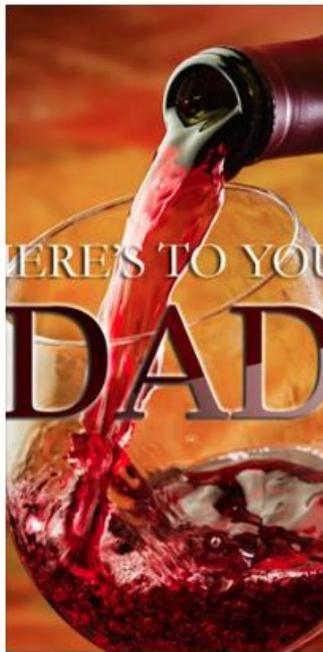
👍 Like 💬 Comment ➦ Share

👤 Donna Magill and 111 others Top Comments

1 share

 **Preston Ridge Vineyard** added 3 new photos. June 13 at 5:27am · 🌐

It is time to celebrate dad and why not do it at Preston Ridge? On Father's Day, buy one glass of wine for you, get one glass for dad free!! Sunday hours are 11-4:30 with Curb Your Appetite Food Truck and Fat Cat/Skinny Rat on site from 12-3. #CTFarmWine



👍 Like 💬 Comment ➦ Share

👤 204 Chronological

INSTAGRAM

MIRANDA on INSTAGRAM:

- Live music photos/videos at the vineyard
- Views at the vineyard (e.g. vines, sunsets, snow, rainbows)
- Groups in the tasting room
- Wine-related or holiday memes

Top Post In Last 30 Days:
"Double Rainbow," with 63 total engagements

INSTAGRAM

Fastest growing



600
MILLION
unique monthly users

♀
predominantly female
38% of online women
26% of online men

AGE
<35
90% of Instagram users are under 35

53%
of Instagram users follow brands

INSTAGRAM

Examples:

Dom's Coffee

Jones Family Farms



SNAPCHAT

Why incorporate SNAPCHAT?

- Customer acquisition - create lifelong customers among the 21-34 millennial clientele visiting the vineyard through thoughtful execution of a platform they know and love.
- Differentiation - NONE of the other vineyards on the CT Wine Trail are harnessing the power of Snapchat. Enough said!
- Have some fun - one of the great things for which Snapchat is known and cherished is its array of humorous “lenses,” which distort the user’s face and/or voice to create a funny effect. Snapchat is a great platform to let loose a little and show your younger audiences that you not only encourage a good time at the vineyard, but know how to have one yourselves!



SNAPCHAT'S USER EVOLUTION



The number of users aged 25+ is growing

2X

faster than users under 25



50%

of new users are over the age of 25



50%

of its users are on Snapchat every single day

SNAPCHAT IN AMERICA

60%

of U.S. smartphone users between 13 and 34 are Snapchatters

60%

of Americans between the ages of 13 and 38 are Snapchat users

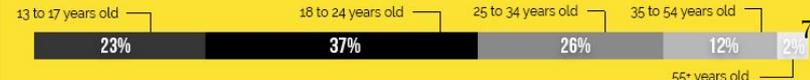
57 MILLION

Americans use Snapchat

85%

of monthly U.S. users are between 13 and 34

SNAPCHAT MONTHLY U.S. USERS



SNAPCHAT

Examples:

*UConn Graduation Bash
hosted by fMo*





**How Social Media Can Help In
Achieving Miranda Vineyard's
2017-2018 Business Goals**

CUSTOMER ACQUISITION (PRIMARY)

Active Tactics

- Targeted Facebook & Instagram advertisements with an incentive (e.g. **all scheduled music acts** through end of summer, **exclusive batch tasting**, **seasonal discount**)
 - At first: This is an ad, but it's highly relevant to my location and/or specific interests
 - Piques interest: What is the potential benefit for me in following through on the ad's call-to-action and visiting Miranda?
 - Repeated exposure: The first two times I scrolled past - now, I'm paying attention!

Reactive Tactics

- Engage with **#ctwinetrail** **#ctfarmwine** **#ctwine** photo & video posts
 - At first: User makes connection that this is another vineyard on the trail, a highly relevant engagement
 - Piques interest: What is Miranda's winery like against the one I just visited?
 - Fosters connection: Miranda liked my post, let me like theirs back, or follow them (in the hopes of being followed back!)

CUSTOMER RETENTION/LOYALTY (SECONDARY)

Active Tactics

- Contest: Encourage customers to **post a photo or video at the vineyard** and tag Miranda's accounts for a **chance to win** a free bottle of wine with the purchase of two or more tastings, or similar offer.
 - At first: Appeals to naturally competitive nature
 - Piques interest: This form of social media engagement is new at Miranda; the vineyard is modernizing
 - Promotes inclusiveness: "We're 'with the brand,'" "We support local business and agrotourism."

Reactive Tactics

- Respond to all user-generated posts mentioning the brand: "**@mirandavineyardwinery**," "**#mirandavineyardwinery**," "**Checked in at Miranda Vineyard Winery - CT Wine Tasting**"
 - First instinct: User is excited at a new "like," or "comment," and surprised to hear directly from the brand.
 - Piques interest: Was the content I posted representative of their vision for the brand?
 - Encourages return: Now that Miranda has engaged with my content, I will be more likely to post about my experiences there again.

Account Health Check



*Employee Account Access &
Metrics That Matter*

Volunteer?

1. Facebook Editor Access
2. Add Miranda's Business Instagram
3. Create Snapchat Account

Granting Facebook Editor Access

1. Visit the Miranda Vineyard Winery Facebook page
2. Using the top navigation bar, **click Settings**
3. In the lefthand Settings menu, **click Page Roles**
4. In the “Assign a New Page Role” bar, begin typing in the names of the employees you wish to manage the page on Miranda Vineyard Winery’s behalf (as they appear on Facebook), and make sure “**Editor**” is chosen as the role next to the “Add” button
5. **Click Add** to send the employee an invitation to manage the Page.

The screenshot shows the Facebook Page Settings for 'Gilbert-Northwestern Football'. The left-hand navigation menu is visible, with 'Page Roles' highlighted in a red box. The main content area displays the 'Page Roles' settings. Under the 'Assign a New Page Role' section, there is a search bar with the text 'Type a name or email', a dropdown menu set to 'Editor', and an 'Add' button. Below this is the 'Existing Page Roles' section, which currently lists 'Admin' with a description of their permissions: 'Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles.'

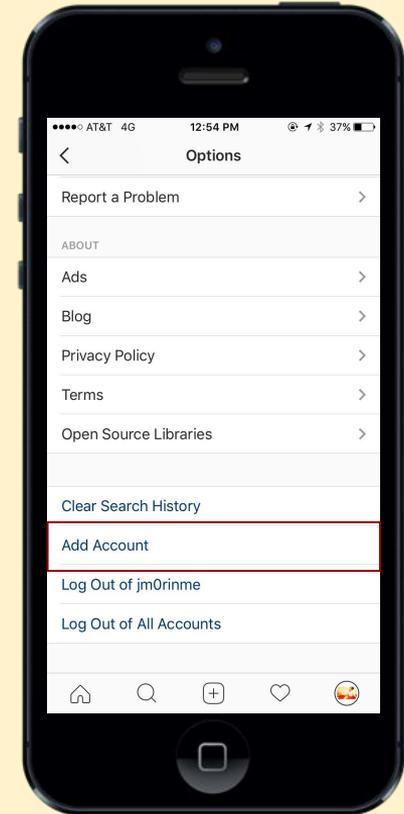
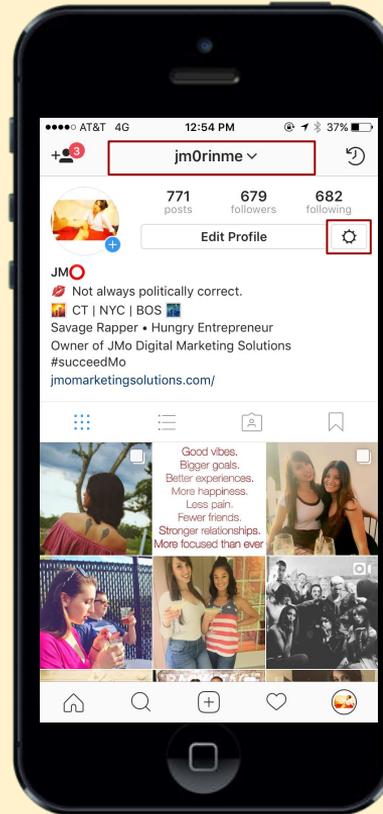
Managing Facebook From Facebook Pages App

1. **Open Facebook Pages app**
2. If you are logged in to your personal Facebook account via the Facebook app or Facebook Messenger app, you will be **automatically prompted to sign in under that account.**
3. Upon being granted Editor access to the Miranda Facebook Page, the next screen should take you to Miranda's Page. If you manage other pages Facebook pages, you may navigate between them by clicking the upper left menu, represented by 3 horizontal bars.
4. The bottom navigation icons are organized from left to right as:
 - a. **Profile:** View all posts, publish a new post, create an event, Boost Posts
 - b. **Insights:** View week-over-week performance, e.g. Growth/Decline in Page Views, Page Likes, Post Reach, Post Engagements, Video Views
 - c. **Inbox:** View and reply to direct messages, Facebook comments, and Instagram comments
 - d. **Notifications:** View all public shares, reactions, and/or comments on posts.
 - e. **More:** View Brand Mentions, Reviews, New Page Likes, Draft Posts & Scheduled Posts you may wish to edit before publish



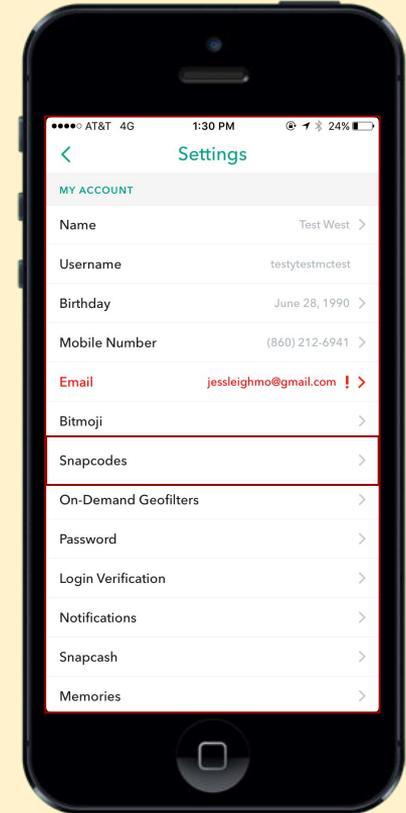
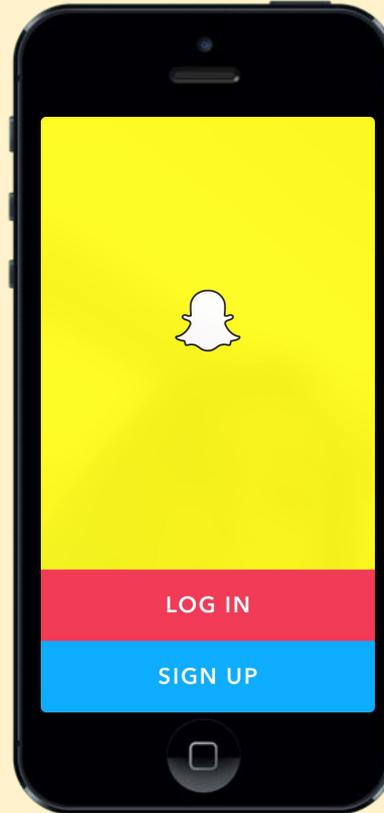
Adding An Additional Instagram Account

1. Log in to your personal Instagram account
2. On the Profile tab, **click the Settings ‘gear’ icon** next to “Edit Profile”
3. Scroll to the bottom of the Settings menu, and click “Add Account”
4. Enter the @mirandavineyardwinery Instagram username, and password as provided by Maria
5. Once you have added Miranda’s Instagram business account, you can toggle between Miranda’s account and your personal account by **clicking the username at the top of the Profile tab** and choosing the right account from the dropdown menu.



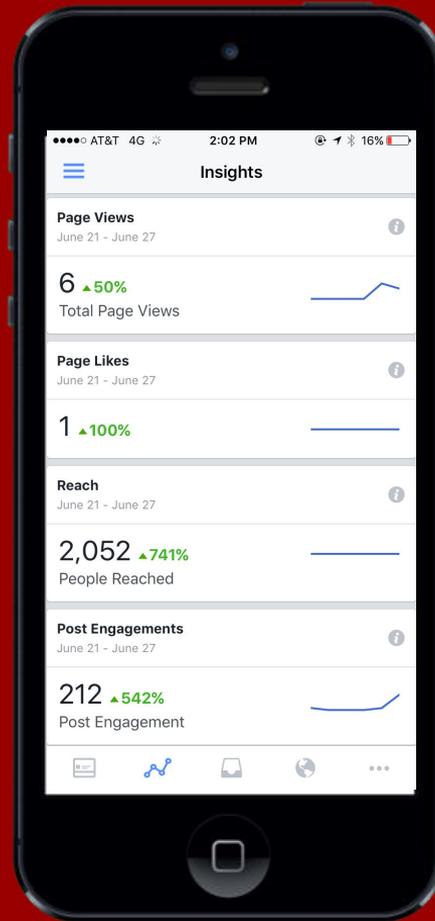
Creating a Snapchat Account

1. Open the Snapchat app
2. **Click Sign Up**
3. Enter your “birthday,” first and last name, username up to 15 characters, password, email address, and phone number.
4. **Enter the 6-digit verification code** sent via text message.
5. **Add any Snapchat friends within your phone contacts** as they appear to begin generating followers.
6. **Click on the ghost icon** in the top left corner next to the magnifying glass, and then **click the Settings ‘gear’ icon** in the top right corner of the screen that appears to access Settings.
7. Customize your Snapcode by **navigating to “Snapcodes” in the My Account Settings list**, and clicking **Create Snapcode**.
8. **Enter Miranda Vineyard’s website or other desired landing page**, and **add a photo** from the camera roll.
9. **Share the Snapcode via Facebook** to raise awareness of Miranda’s latest social media channel. The millennials will know what to do from there!



METRICS THAT MATTER

On *Facebook*

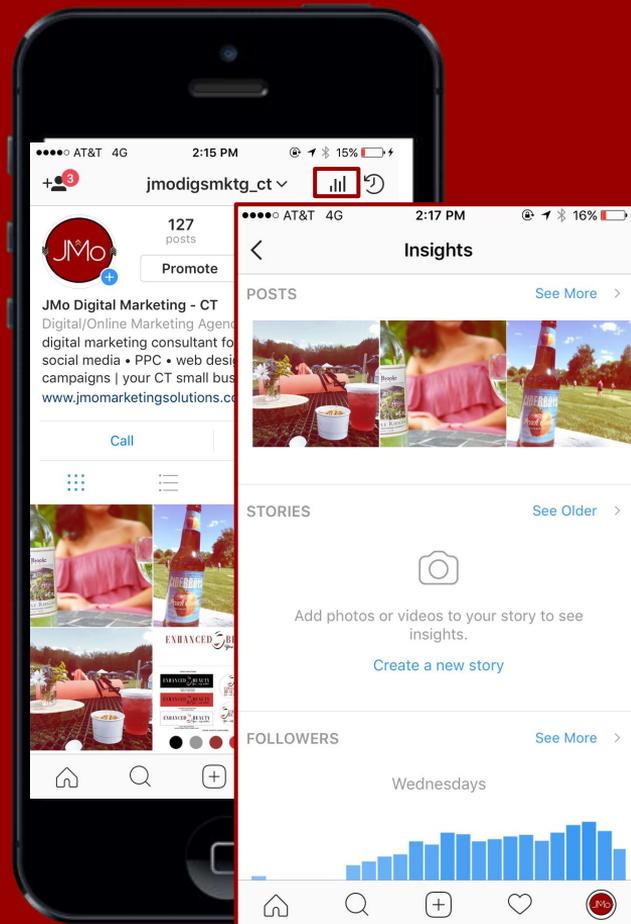


To achieve Miranda Vineyard's goals of customer acquisition and customer retention, every Facebook post should be published with the intention of increasing overall **REACH & ENGAGEMENT**.

Each week, check in with the **Insights tab** to monitor your weekly progress in each of these metrics. A green percentage signifies that your weekly posts are helping to grow Miranda's Facebook presence, both by maximizing awareness and heightening brand engagement off-the-vineyard.

METRICS THAT MATTER

On Instagram

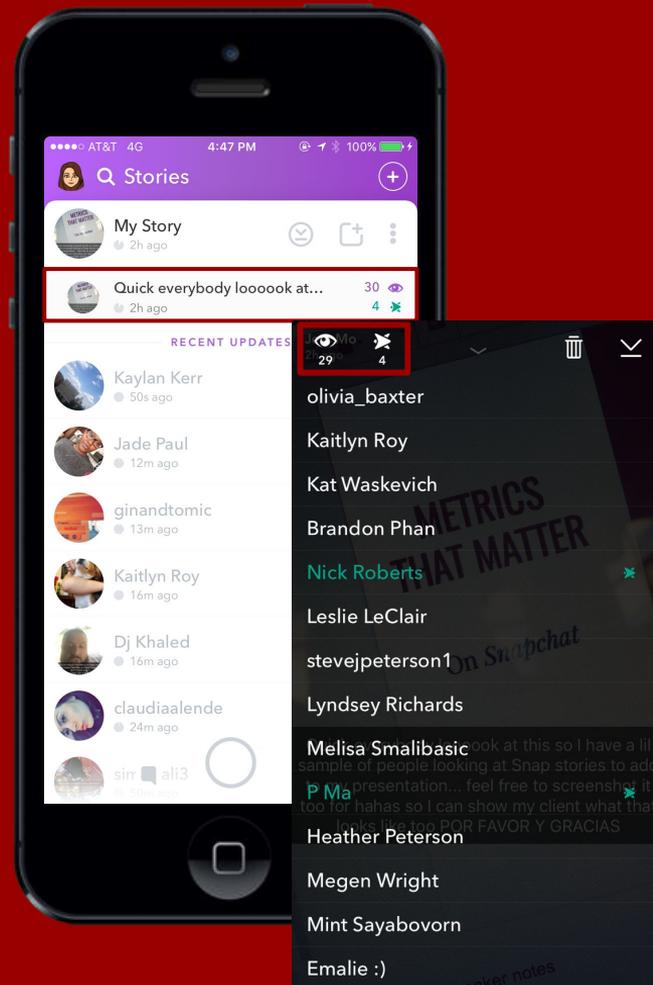


Every 1–2 weeks, employees managing Miranda Vineyard’s Instagram profile should check the Insights tab to monitor performance of **POSTS, STORIES,** and general **FOLLOWER ACTIVITY** to strategically inform future posts.

For example, if looking into Post performance and one notices a positive trend in content type, such as high engagement and reach on #WineWednesday reposts of other users’ original photos featuring bottles of Miranda wine, that signals that Miranda’s audience will continue to react positively to those kind of posts, and that is a good investment in employee social media time.

METRICS THAT MATTER

On Snapchat



As Snapchat has only recently begun to expand its platform for advertisers, the best metrics to consider when tracking Snapchat performance are **STORY VIEWS & STORY SCREENSHOTS**.

When considering views, make note of how many viewers “drop off” at different points in the Stories’ progression. A steady number of views from Miranda’s first Story post to last is a strong indication of your content’s relevance and level of engagement.

Screenshots show an even heightened interest in Miranda’s Snapchat content. This preserves the content in the user’s phone camera roll for later access.

Daily Best Practices



*Reactive Tactics for
Account Growth*

DAILY SOCIAL MEDIA MANAGEMENT TASKS

#1:

*Responding to
comments,
messages, &
brand mentions*

Replying to customer feedback on social media is *essential* in maintaining favorability.

COMMENTS

1. Check both Facebook and Instagram comments within the Facebook Pages app INBOX at a routine time each day.

TIP: Use discretion when it comes to “replying” to comments. Some comments warrant a short or detailed reply (as in a specific question asked, or concern raised), while others require simple acknowledgement via a “like,” or other reaction if on Facebook.

MESSAGES

1. Within the Facebook Pages INBOX, also make sure to check direct Facebook messages via the Messenger tab as to answer customers who may have reached out with a private question or concern.
2. On the Instagram app, check the Direct Messages box for any incoming private messages.
3. Check Snapchat to see if Miranda Vineyard received any direct photo/video messages or private chats.

BRAND MENTIONS

1. Within the Facebook Pages app, navigate to the MORE tab and view MENTIONS. Like or comment on the mentioning user’s post as applicable.
2. View any tagged photos on Instagram via the PHOTOS OF YOU button on the Instagram profile page. Like or comment as applicable, considering repost material.

DAILY SOCIAL MEDIA MANAGEMENT TASKS

#2:

Identifying User-Generated Content (UGC) for Repost Strategy

Repurpose quality customer content to give credit where it's due, and also encourage other followers to post photos at the vineyard. Be sure to ask permission!

FINDING UGC of the VINEYARD on FACEBOOK

- Review customer CHECK-INS via Activity in the Notifications tab (Desktop/Tablet only)
- Review customer MENTIONS via the More tab (Facebook Pages Mobile App)
- Be sure to comment on the photo/video you wish to repost on behalf of the vineyard with a friendly request to “repost to our page.”

FINDING UGC of the VINEYARD on INSTAGRAM

- Search “Miranda Vineyard Goshen CT Wine Tasting” on Instagram via the PLACES tab.
- Use the Repost app to automatically copy the original caption and photo/video and give credit to the original poster. Similar to Facebook, do be sure to comment to ask permission before reposting!

FINDING UGC of the VINEYARD on SNAPCHAT

- Encourage younger customers to add Miranda Vineyard on Snapchat and send a photo of their experience on the vineyard (using custom geo-filter) for a chance to be featured on Miranda's other social media accounts. The content will then come straight to you - make sure to SCREENSHOT it before it disappears!

DAILY SOCIAL MEDIA MANAGEMENT TASKS

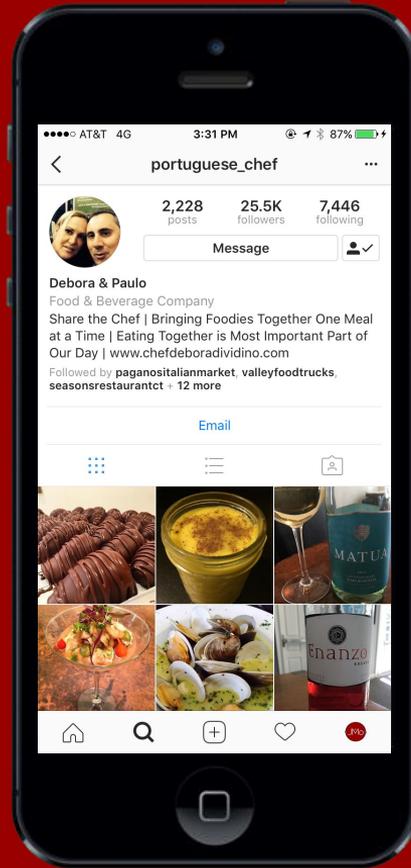
#3:

Strategic Engagement with other Instagram Accounts

Many of CT's small businesses who are successful on Instagram use it as a networking tool as much as a publishing outlet.

Maximize your reach, engagement & overall sales potential by engaging with strategic local IG accounts.

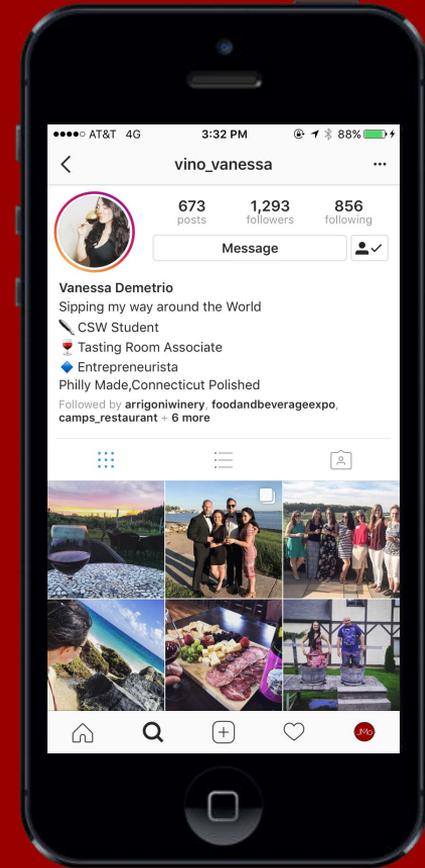
POTENTIAL PARTNER



Similar accounts:

@unlockinglitchfield | @litchfieldmagazine

CUSTOMER ACQUISITION



Similar accounts:

@m.pookie | @amyrl

Daily Time Investment:

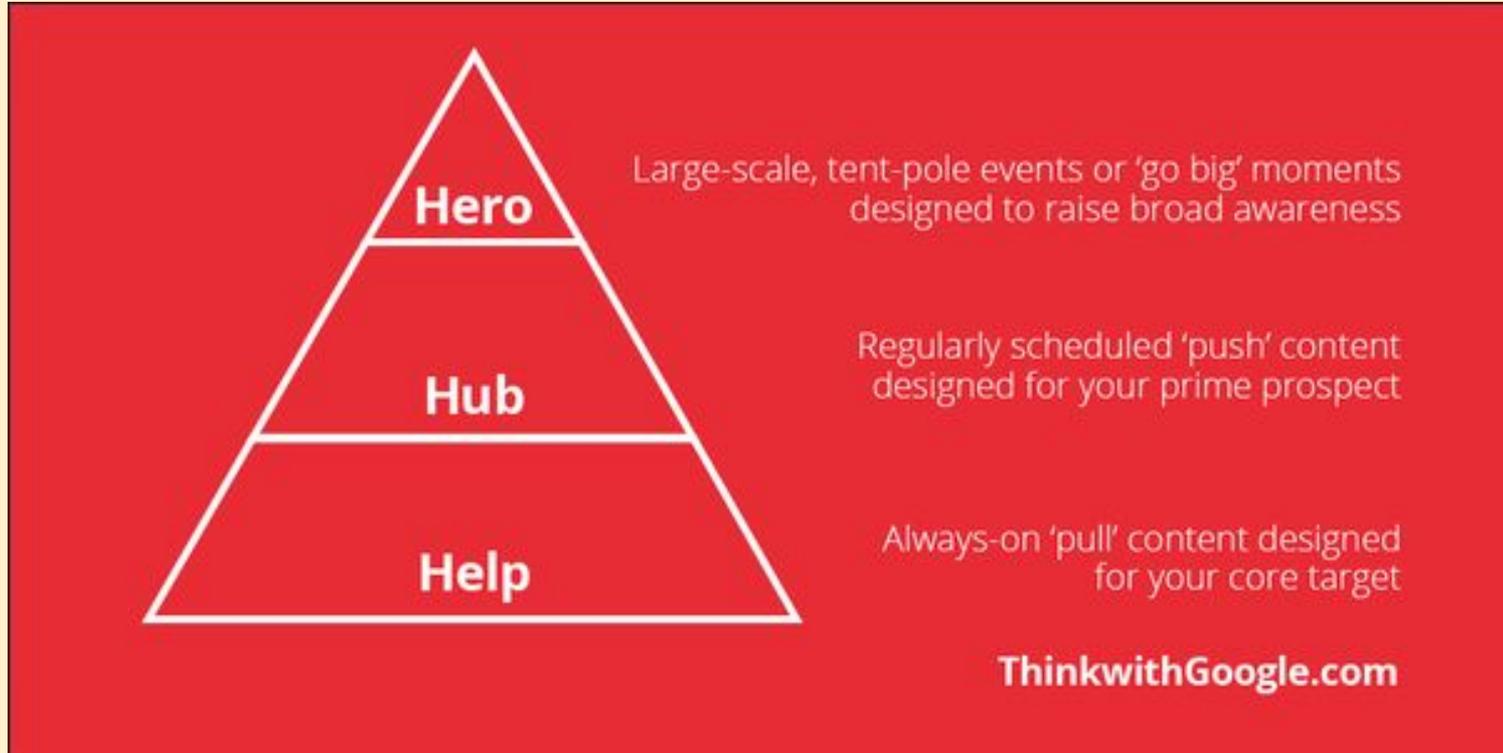
1 hour minimum, 2 hours maximum

Content Best Practices



*Content Types, Best Practices
Per Platform, & Brand Safety*

HERO, HUB & HELP CONTENT



FACEBOOK CONTENT BEST PRACTICES

- Lean in to Facebook’s social newsfeed environment by publishing content that will “stop the scroll”
- Post through a “person’s perspective”
- Include photos and videos with every post to receive the most engagement
- Add personal dimension to posts by always tagging your location and using Facebook “activities” to further describe the post scenario
- Consistently post 5-7 times per week

Recommended Publishing Schedule

Monday	Wednesday	Thursday	Saturday	Sunday
7-9pm	12pm or 9pm	6pm	8am-12pm	5-9pm

INSTAGRAM CONTENT BEST PRACTICES

- Lean in to Instagram’s artsy aesthetic environment by publishing content that will “complement the scroll”
- Keep Instagram’s design-focus in mind, adopting the photo and video style of a careful photographer, and abiding to the “rule of thirds”
- Include branded, local, and industry hashtags (about 10-20 per post) and location tags to maximize reach and engagement on every post
- Make use of 24-hour Instagram Stories to post an exciting update or reminder, or to complement a recent page post.
- Consistently post 3-5 times per week

Recommended Publishing Schedule

Thursday	Friday	Saturday	Sunday
11am-3pm	1-5pm	10am-6pm	5-8pm

SNAPCHAT CONTENT BEST PRACTICES

- Use Snapchat to showcase authentic, relevant, behind-the-scenes content in a strategic mix of video and photo.
- Harness the features Snapchat is best known for: its humorous lenses that distort user faces and voices are a staple among regular Snapchat users, and show Snapchatters on the vineyard that you speak their language.
- Post a minimum of 2 Snapchat Stories per weekend day, and a weekend maximum of 6.
- Consistently use Miranda Vineyard's custom geo-filter when replying to any direct Snaps, and at least twice throughout the weekend's Snapchat Stories.
- Consistently post on weekends as to maintain momentum among the younger clientele visiting the vineyard.

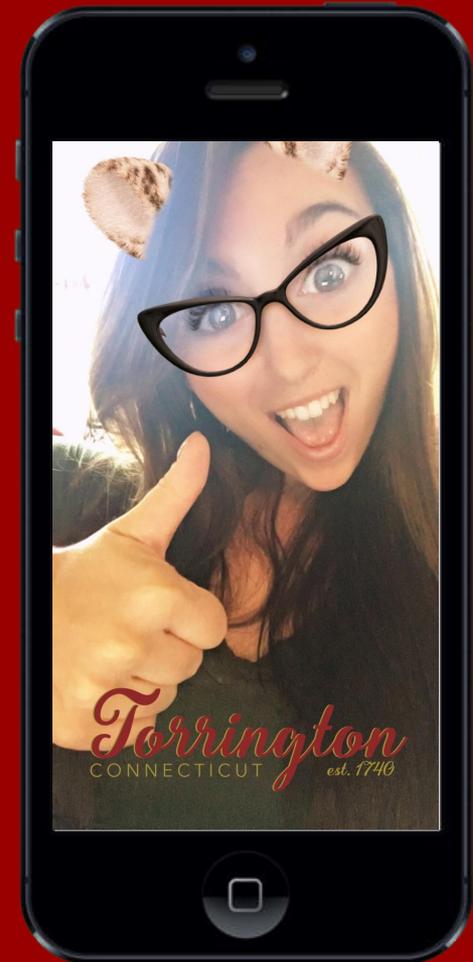
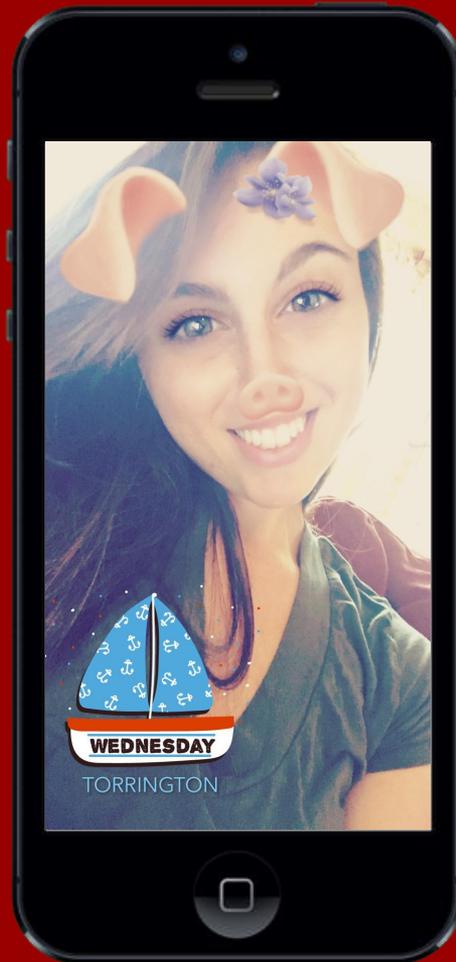
Recommended Publishing Schedule

Saturday	Sunday
Open-Close	Open-Close

SNAPCHAT GEOFILTERS

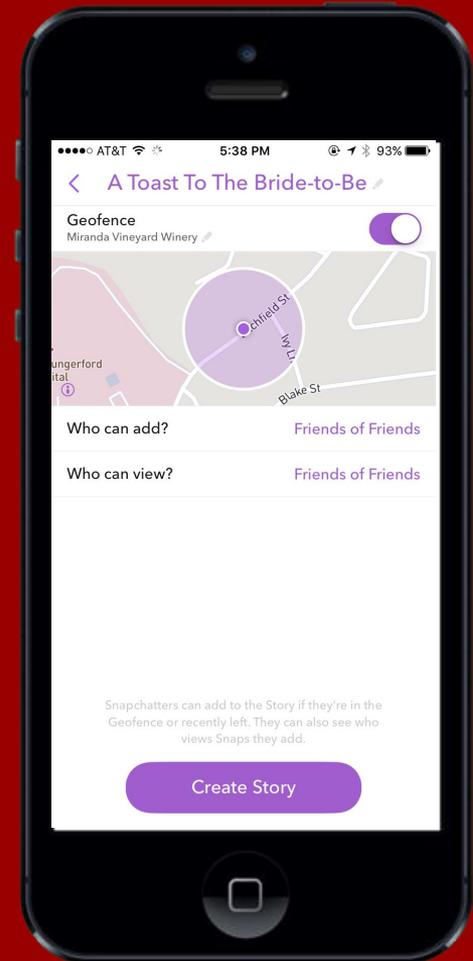
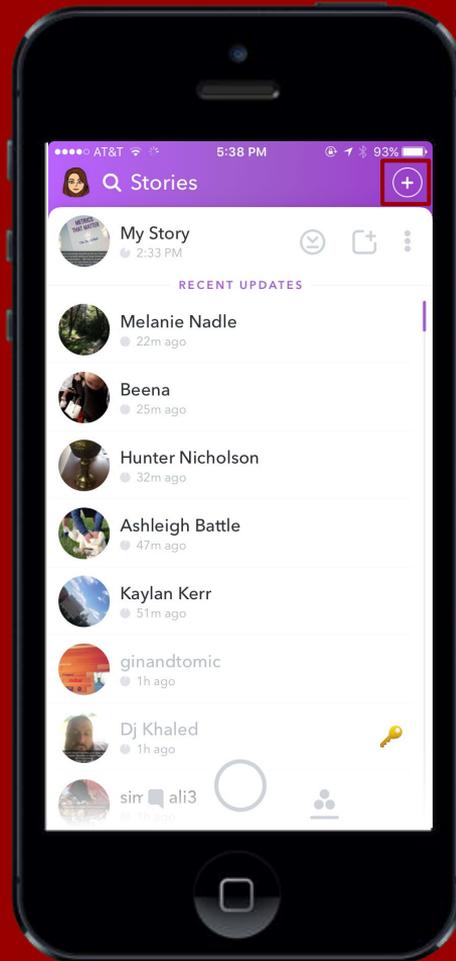
Consider creating 1-2 branded Snapchat geofilters that can be accessed by anyone in the area immediately surrounding the vineyard. This helps to personalize Snapchatters' posts - both public Stories and private messages alike - letting their followers know where they had a great time that day.

Encourage younger clientele to check out Miranda Vineyard's custom geofilter when visiting to be eligible for a feature on Miranda's social channels the following week.



SNAPCHAT CUSTOM STORIES

Particularly when the vineyard is hosting an event, a great way to curate branded content and directly engage with millennial customers on the property is to create a “Custom Story,” which is open for viewing and original contribution to Miranda’s Snapchat friends and their friends.



Maintaining Brand Integrity & Safety



Questions?

Contact JMo's Jess Morin at
jess@jmomarketingsolutions.com



Thank You!

APPENDIX A

General Facebook Image Sizing Specifications

Profile Image: 180 x 180 px

Image Guidelines

- Must be at least 180 x 180 pixels.
- Photo will appear on page as 160 x 160 pixels.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.

This will be the photo representing you or your brand on Facebook. This square photo will appear on your timeline layered over your cover photo.

It will also appear when you post to other walls, comment on posts or when you're searched with Facebook's Open Graph.

Highlighted Image: 1200 x 717 px

Image Guidelines

- Will appear on your page at 843 x 504 pixels.
- Choose a higher resolution at that scale for better quality.

Cover Photo: 828 x 315 px

Image Guidelines

- Appear on page at 828 x 315 pixels
- Anything less will be stretched.
- Minimum size of 399 x 150 pixels.
- For best results, upload an RGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.

Shared Images: 1200 x 630

Image Guidelines

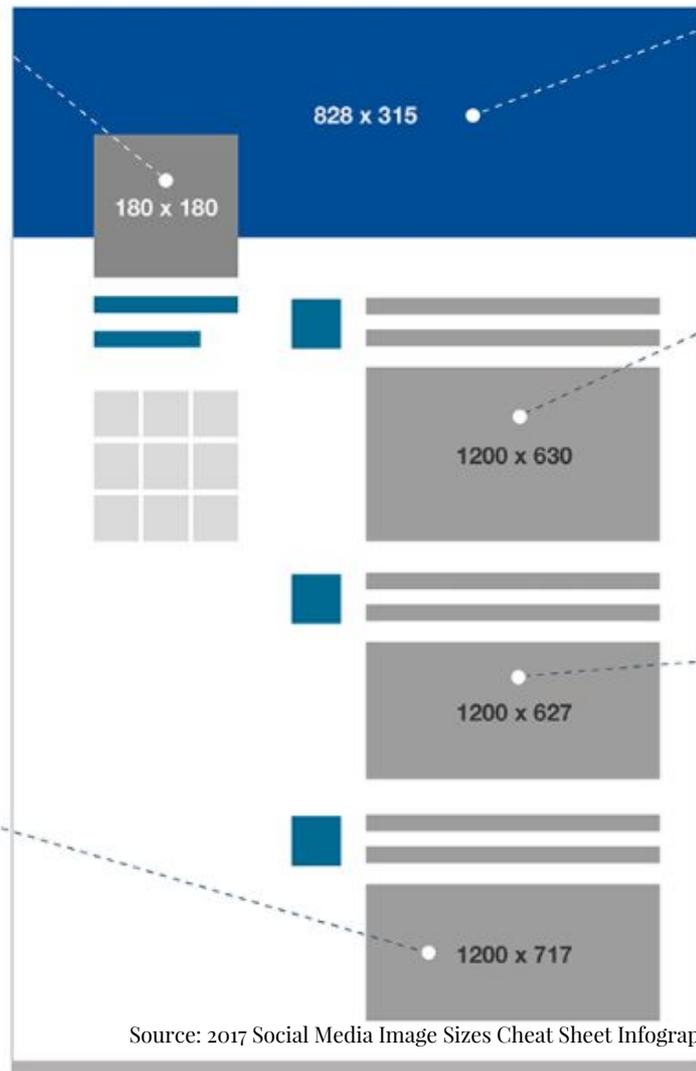
- Recommended upload size of 1,200 x 630 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).

Shared Link: 1200 x 627

Image Guidelines

- Recommended upload size of 1200 x 627
- Square Photo: Minimum 154 x 154px in feed.
- Square Photo: Minimum 116 x 116 on page.
- Rectangular Photo: Minimum 470 x 246 pixels in feed.
- Rectangular Photo: Minimum 484 x 252 on page.

Facebook will scale photos under the minimum dimensions. For better results, increase image resolution at the same scale as the minimum size.



APPENDIX B

General Instagram Image Sizing Specifications

Profile Image: 110 x 110

Image Guidelines

- Appear on your home page at 110 x 110 pixels.
- Square photo – make sure to maintain an aspect ratio of 1:1.



Photo Thumbnails: 161 x 161

Image Guidelines

- The thumbnails will appear on the page at 161 x 161 pixels.
- Square photo – Make sure to maintain an aspect ratio of 1:1 ratio.



Photo Size: 1080 x 1080

Image Guidelines

- The size of Instagram images has been increased to 1080 x 1080 pixels.
- Instagram still scales these photos down to 612 x 612 pixels.
- Appear in feed at 510 x 510 pixels.
- Smaller featured header images appear as 204 x 204 pixels, and larger featured header images appear as 409 x 409 pixels.

