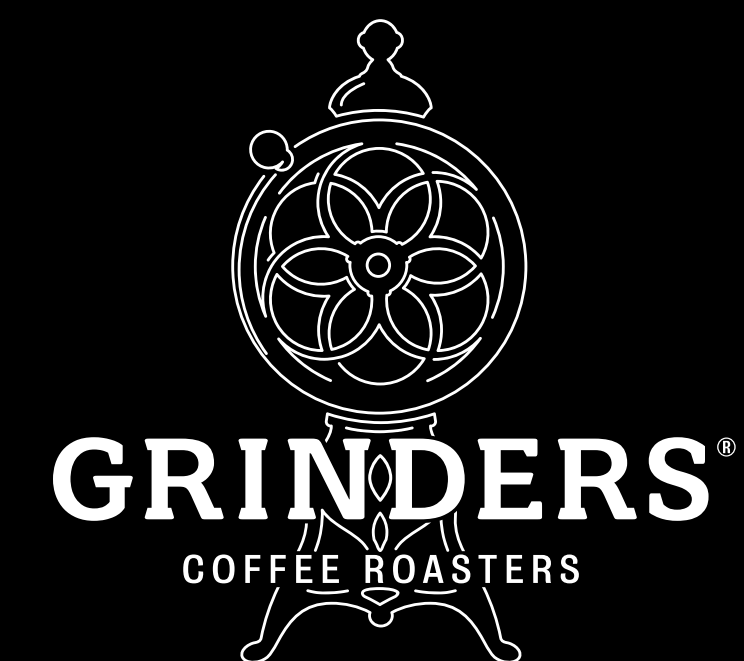




SOCIAL MEDIA GUIDE

**BEST PRACTISES FOR
SOCIAL MEDIA**



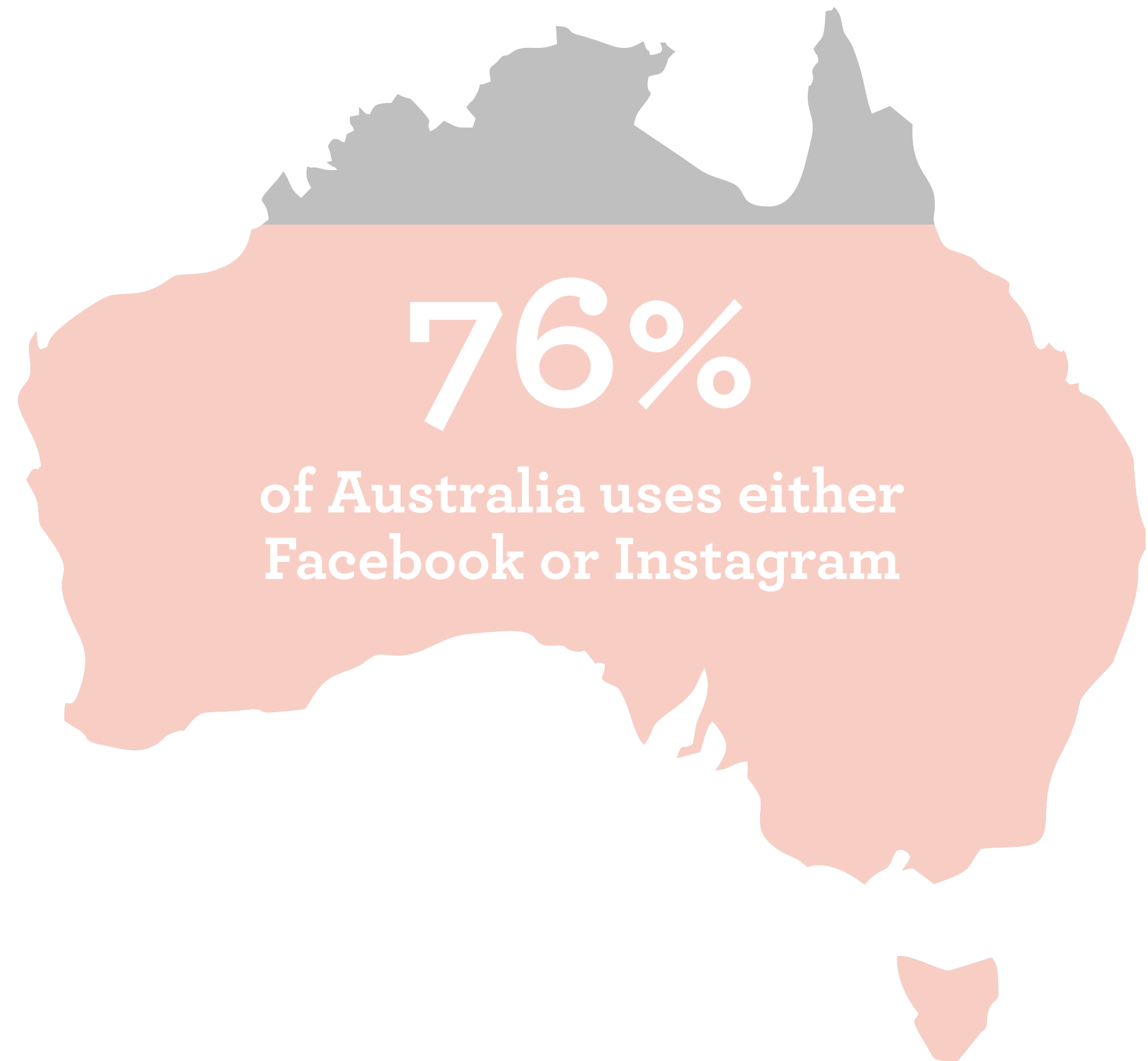
THE MOST POPULAR SOCIAL MEDIA

-  **Facebook** 66% of Australians
-  **Instagram** 51% of Australians

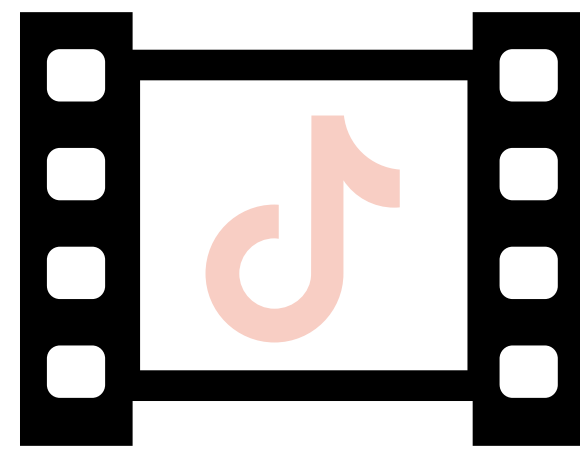
On average Australian's spend

1 Hour & 48 Minutes

on Social Media each day. This number is only expected to increase.



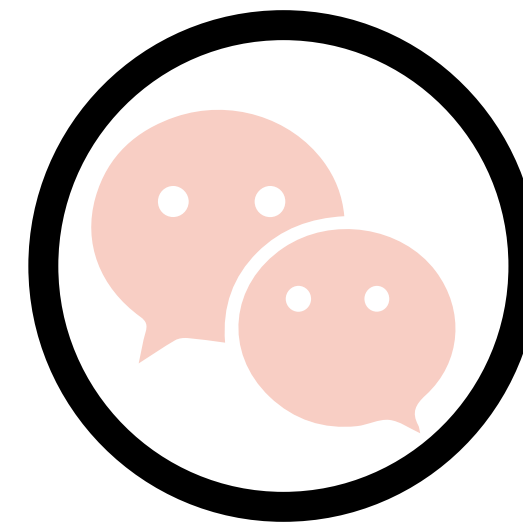
OTHER NOTABLE PLATFORMS



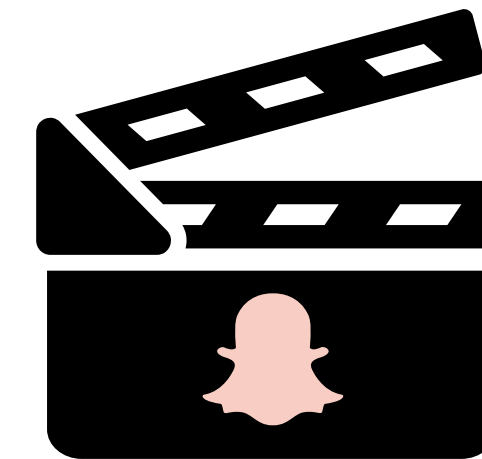
TikTok
Used to share
videos



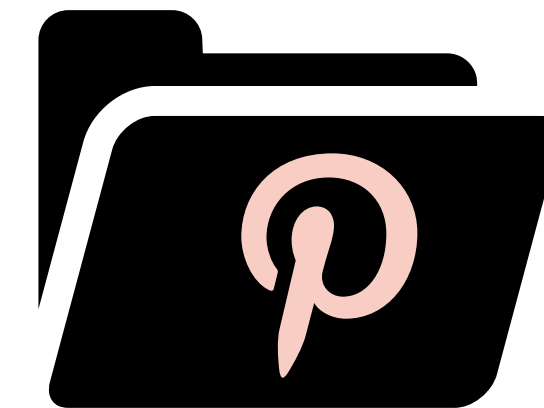
LinkedIn
A professional
platform



WeChat
Primarily used
in Asia



Snapchat
Send temporary
images & videos

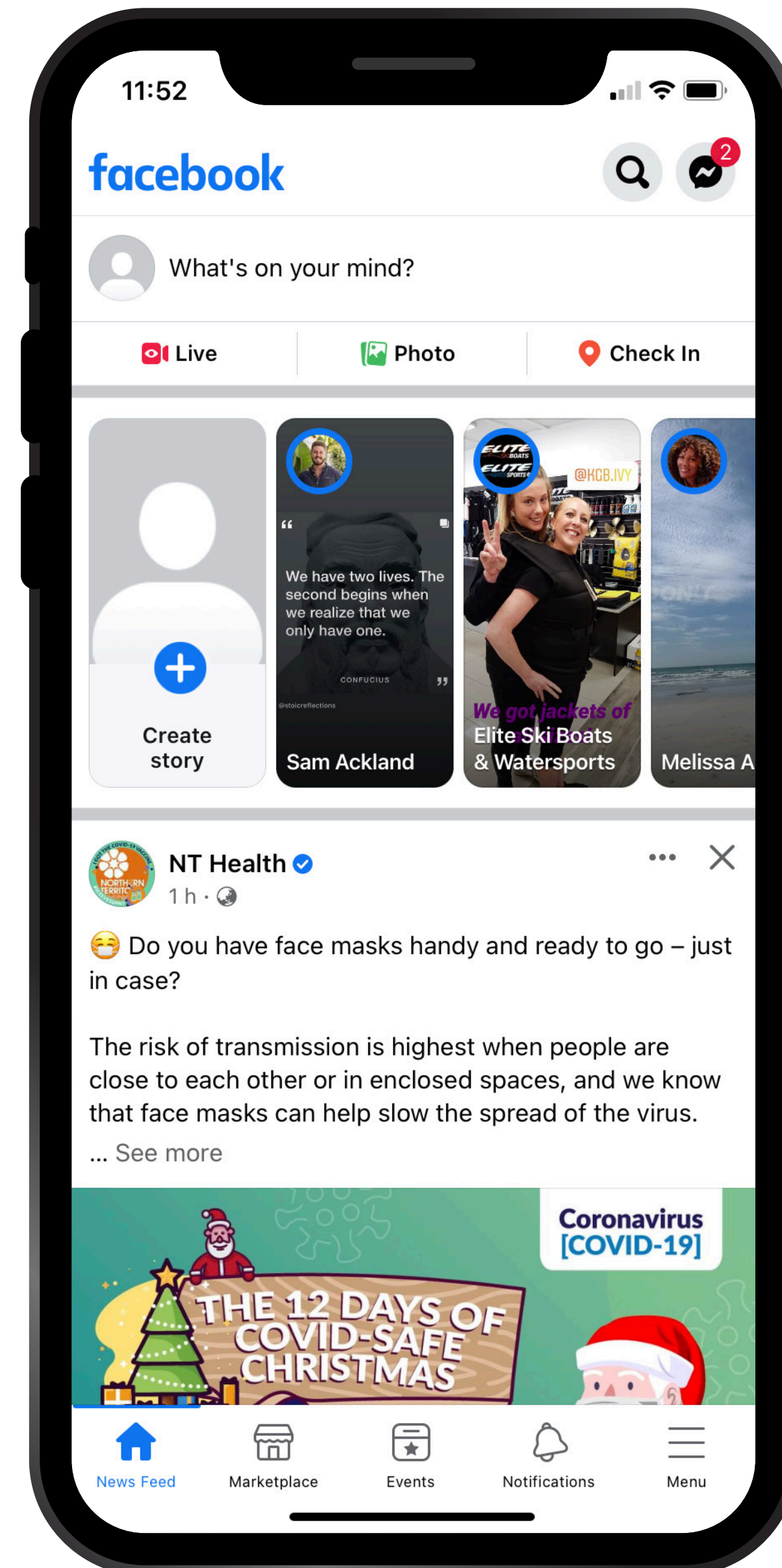


Pinterest
Share photo
libraries

MEET FACEBOOK



- The dominant social media in Australia
- Predominately used by middle aged & older Australians
- Great for formal & informal content

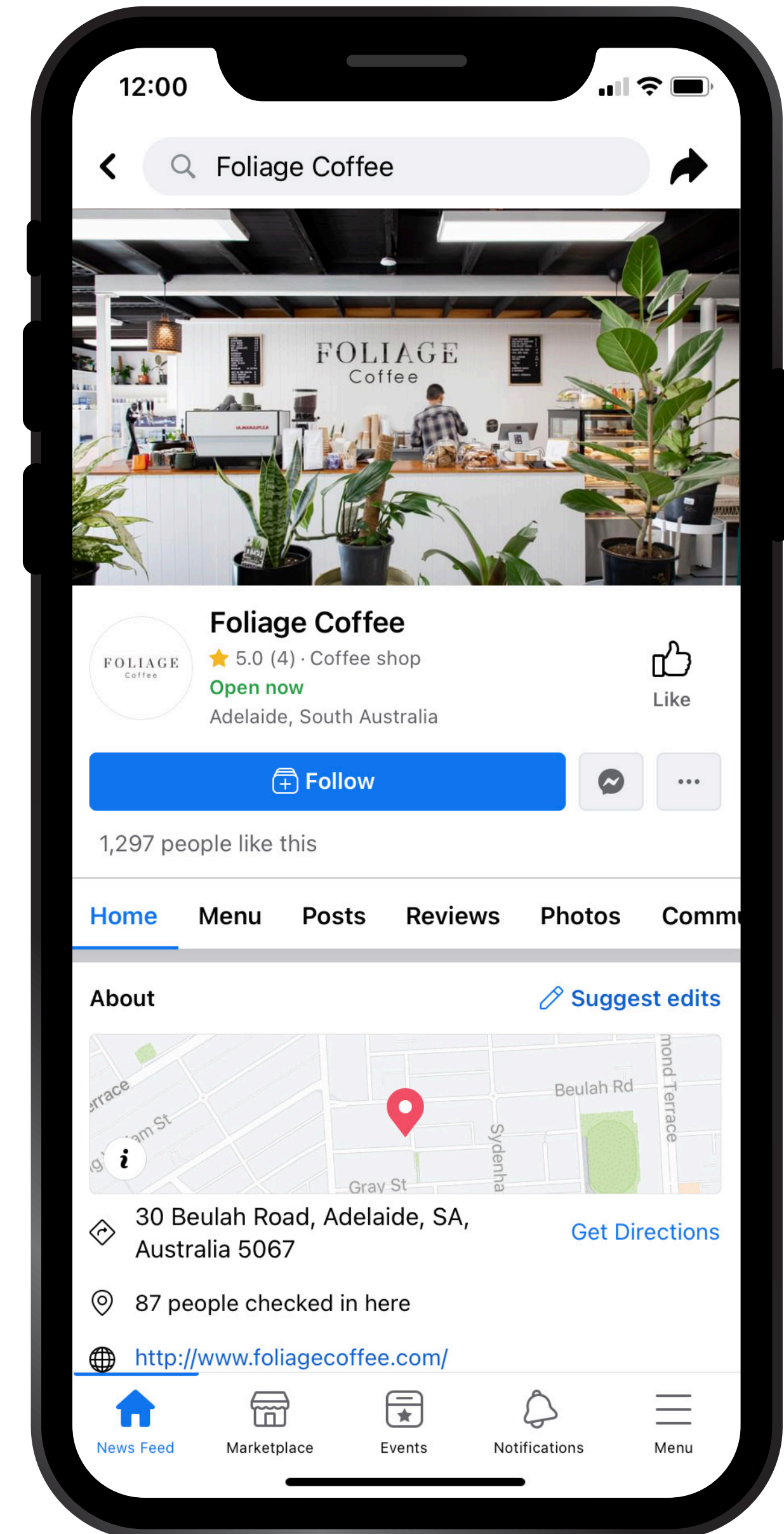


OPTIMISE YOUR FACEBOOK PAGE

- Your page needs to be professional
- On brand, with professional imagery
- Accurate & thorough completion of profile

Profile check list:

- Cover image
- Profile image
- Reviews
- Menu
- Opening hours
- Location



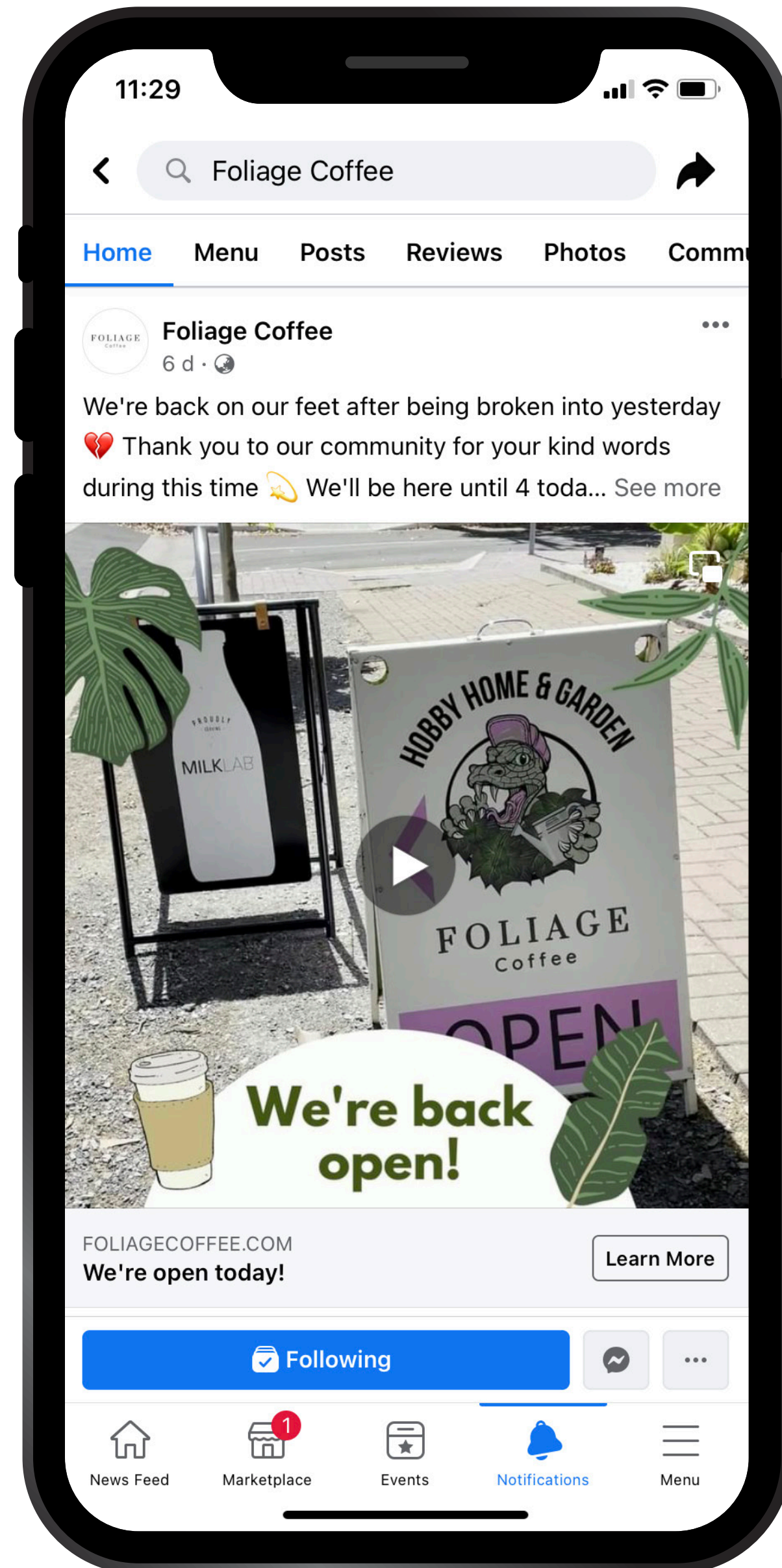
FACEBOOK NEWS FEED POSTS

- Appears on your Page & in the News Feed
- People who follow your page, see the post (the algorithm decides who else sees it)
- Algorithm is determined by engagement with your post

TIPS FOR IN FEED POSTS

Use **S.E.T.S** to drive engagement with your post.

- Short sentences
- Emojis
- Time - Monday to Friday
- Speak to a single person

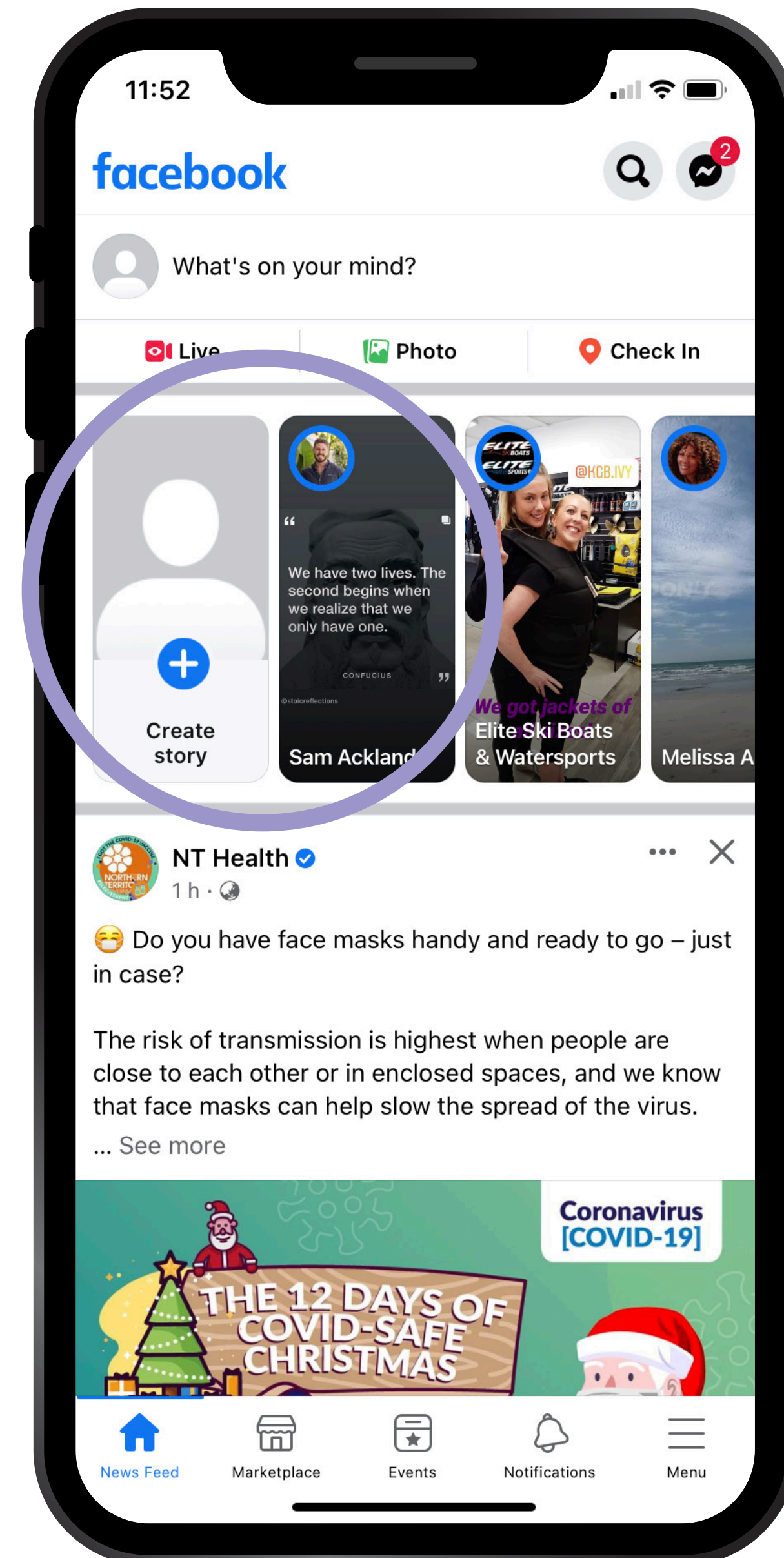


FACEBOOK STORIES

- Appears on your Page & inside Facebook Messenger
- Only seen by people who follow your Page
- Only visible for 24 hours
- Designed to showcase “in the moment” content
- Content is often more organic & not so produced

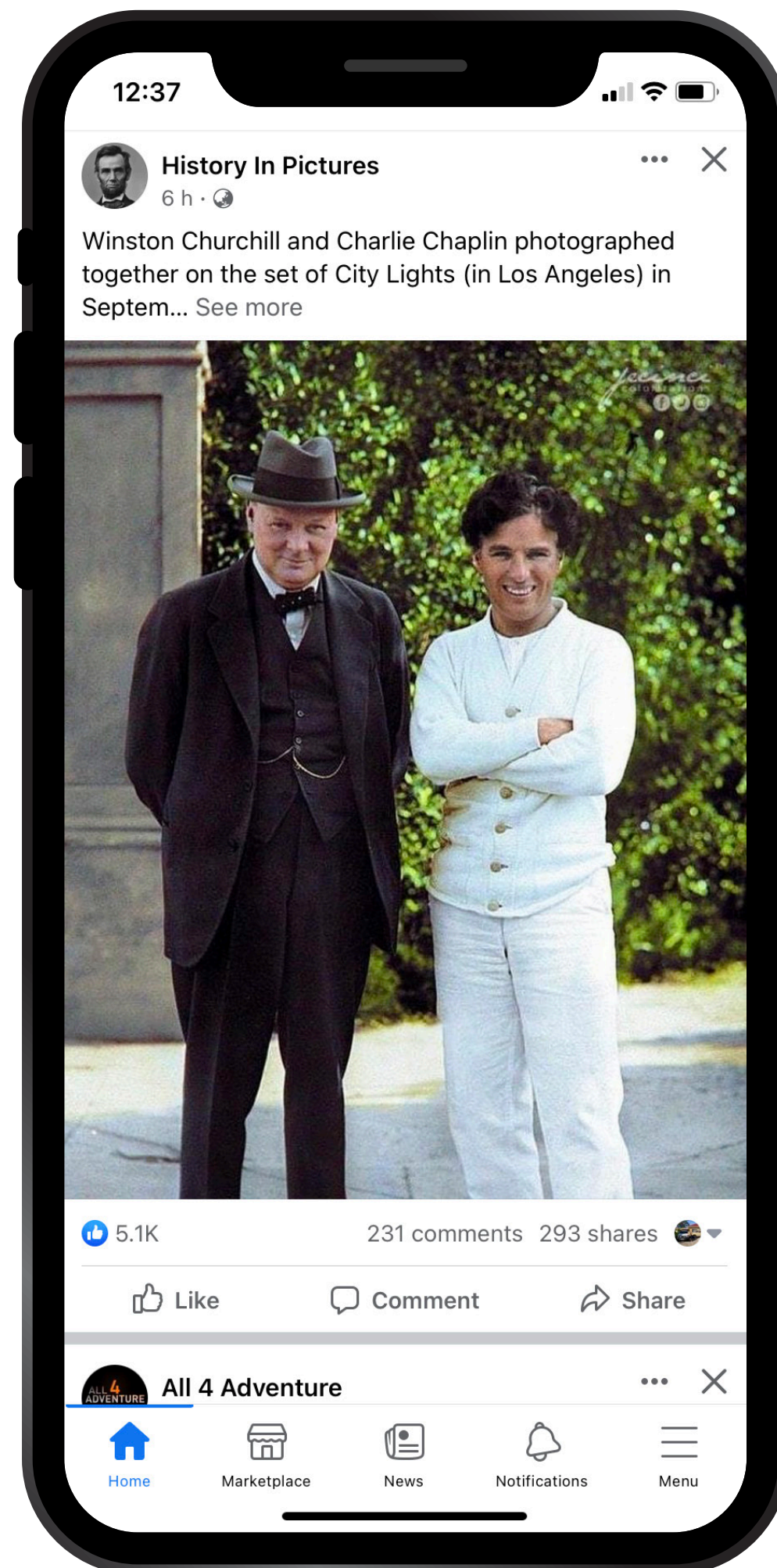
TIPS FOR FACEBOOK STORIES

- Focus on telling a narrative with your stories
- Use high quality photos or videos
- Experiment to find out what your audience enjoys



FACEBOOK NEWS FEED VS STORIES

News Feed example



News Feed

Display in News Feed Tab

Permanent till Deleted

Multimedia friendly (web-links, photos, videos, polls, etc)

Preferred Aspect Ratios, 1:1, 4:5 & 16:9

Scrolls Down

Ideal for important messages that everyone needs to see

Stories

Display at Top of News Feed Tab

Temporary (24 hours)

Photos or Videos

Preferred Aspect Ratio, 9:16

Swipes Right

Ideal for messages that are time sensitive & less important

Stories example



MEET INSTAGRAM



- The “younger sibling” of Facebook
- Predominately used by 18 - 45 years old
- Used to share Photos & Videos
- **Used only on mobile devices**

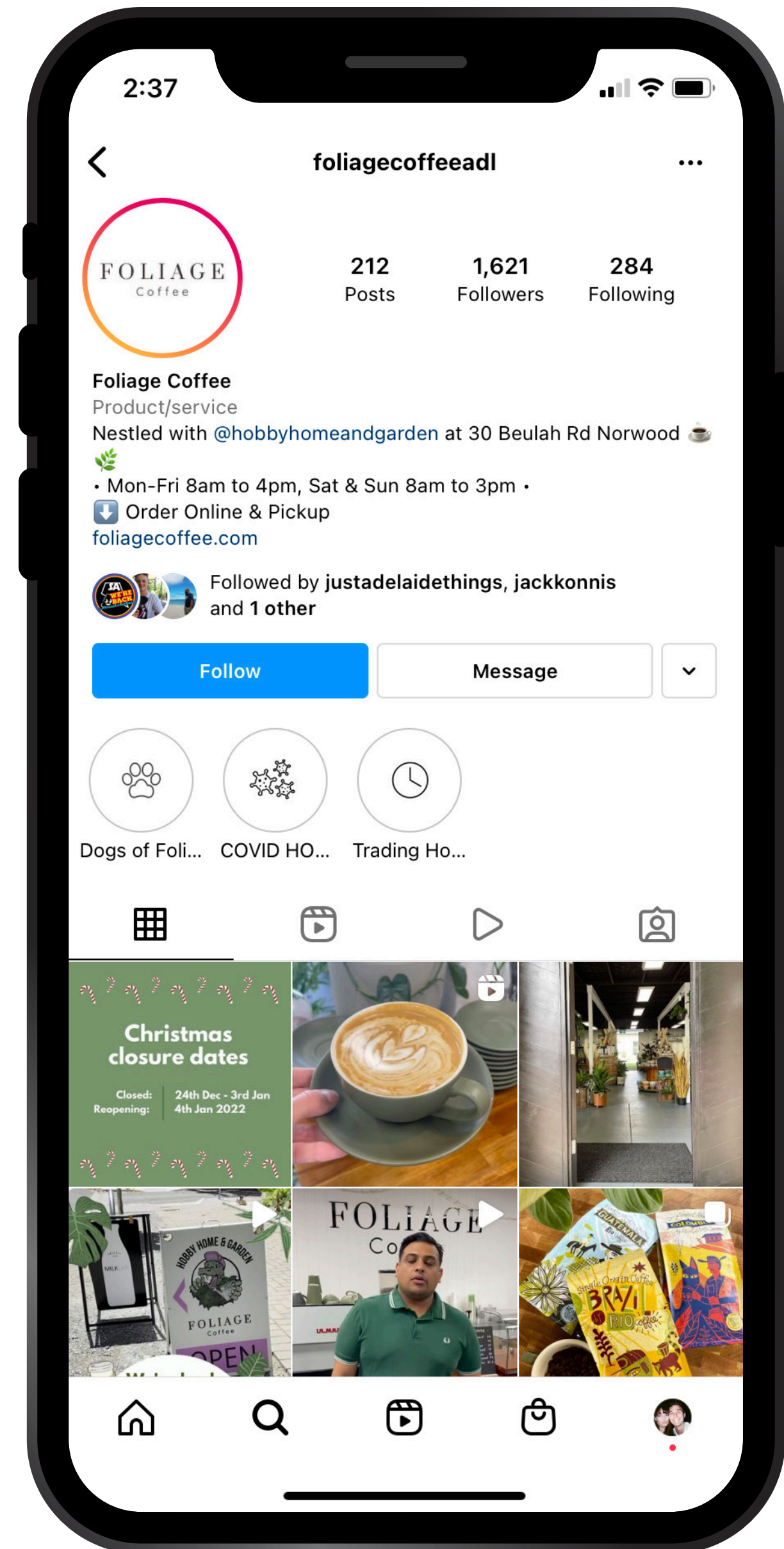


OPTIMISE YOUR INSTAGRAM PROFILE

- Use an on-brand profile picture
- Write an interesting biography to engage customers
- Can only share one URL link

INSTAGRAM PROFILE TIPS:

- Change your profile to a “Business Profile”
- Engage & reply to your customers



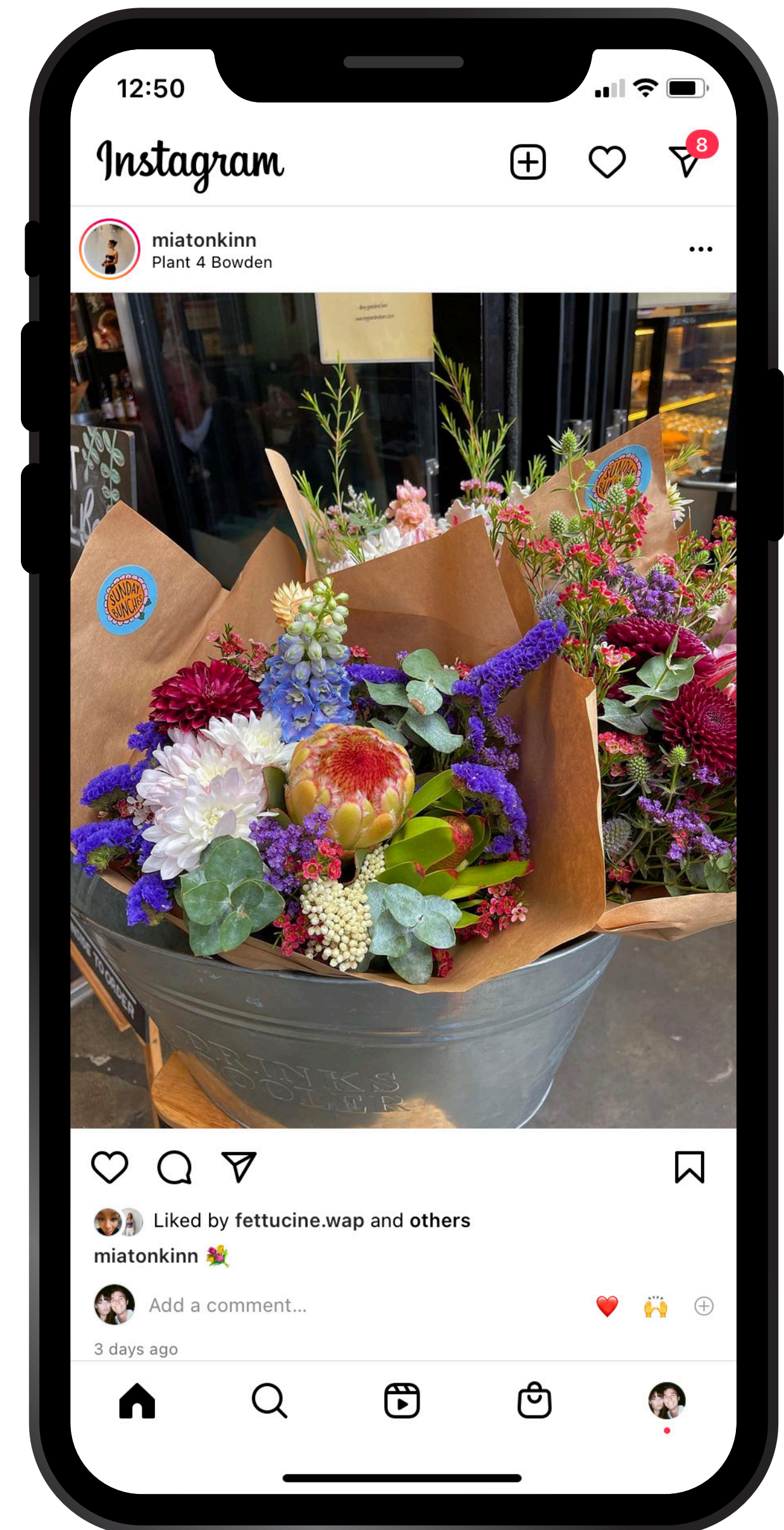
INSTAGRAM IN FEED POSTS

- Similar to Facebook In Feed Posts
- Appears on your Page & News Feed
- People who follow your page, see the post (the algorithm decides who else sees it)
- Algorithm is determined by engagement with your post

TIPS FOR IN FEED POSTS

Use **S.E.T.S** to drive engagement with your post.

- Short sentences
- Emojis
- Time - Monday to Friday
- Speak to a single person

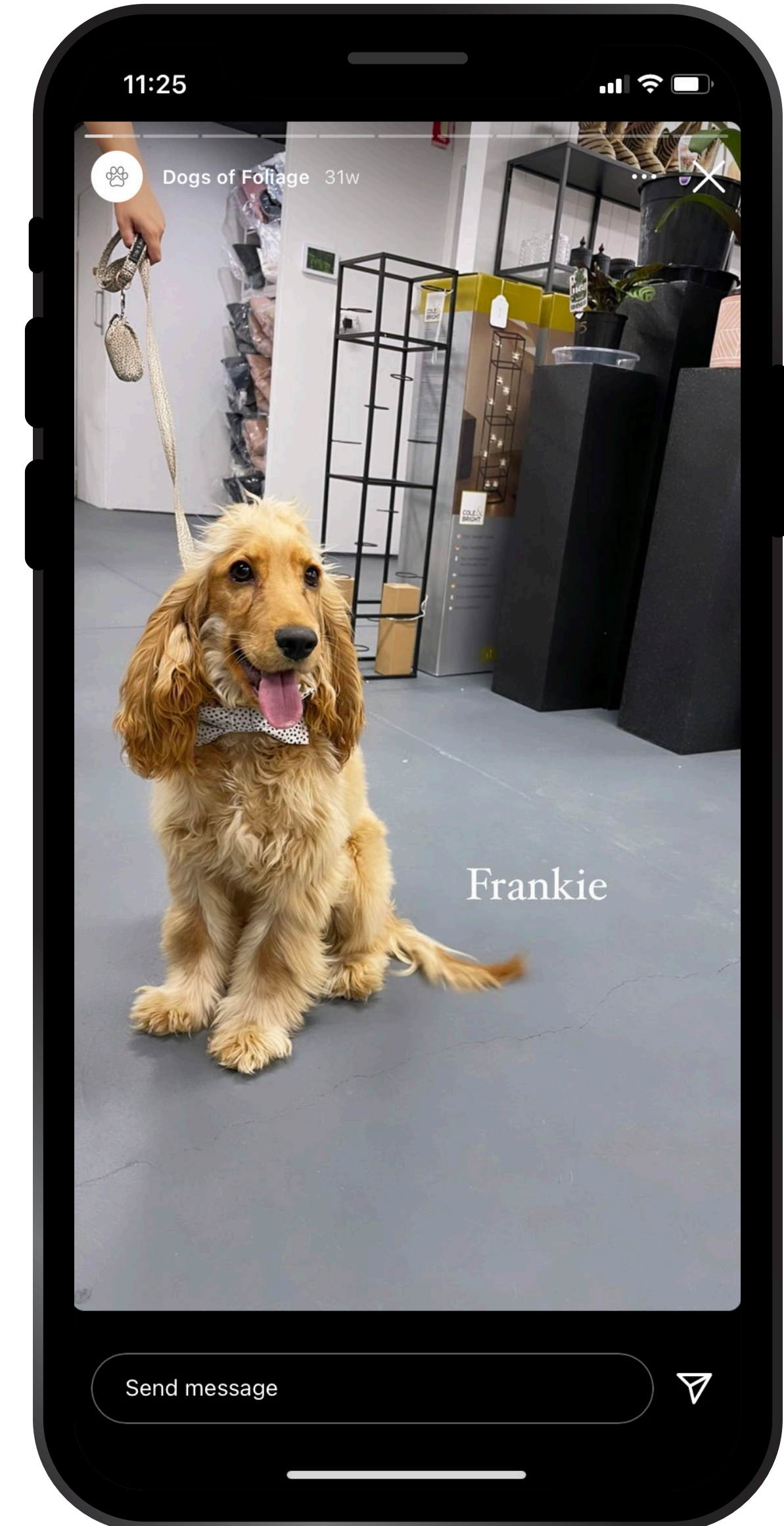


INSTAGRAM STORIES

- Similar to Facebook Stories
- Appear on your profile image (by clicking profile image)
- Only seen by people who follow or visit your Page
- Only visible for 24 hours, but can be added to “Highlights” to be archived
- Content is often more organic & not produced

TIPS FOR INSTAGRAM STORIES

- Focus on telling a narrative with your stories
- Use high quality photos or videos
- Experiment to find out what your audience enjoys

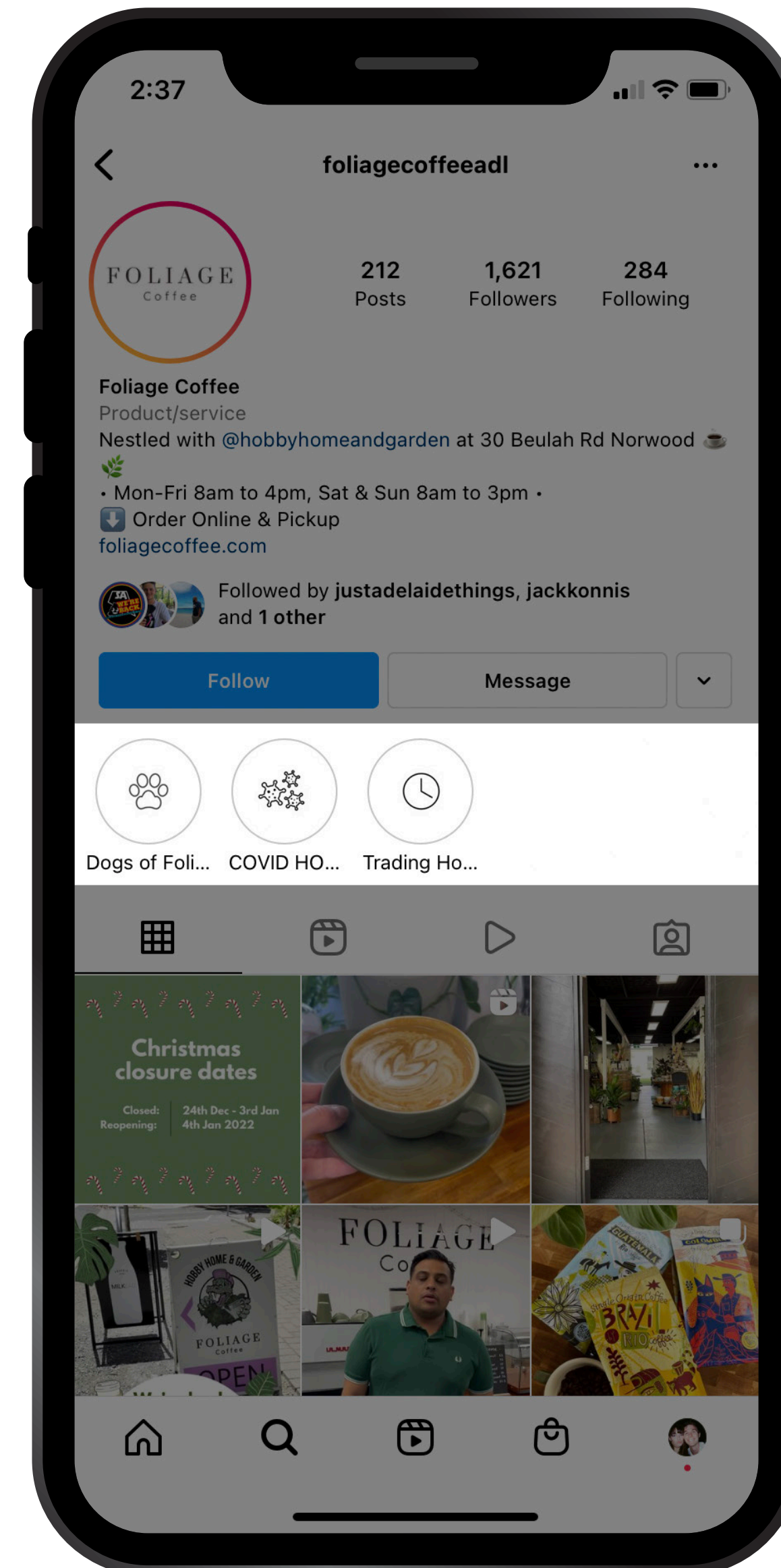


INSTAGRAM STORY HIGHLIGHTS

- Sits at the top of your Instagram Profile
- Archived copies of your previous stories

TIPS FOR STORY HIGHLIGHTS

- Categorise content in groups
- Use custom icons for each category
- Record events, products, FAQs & reviews

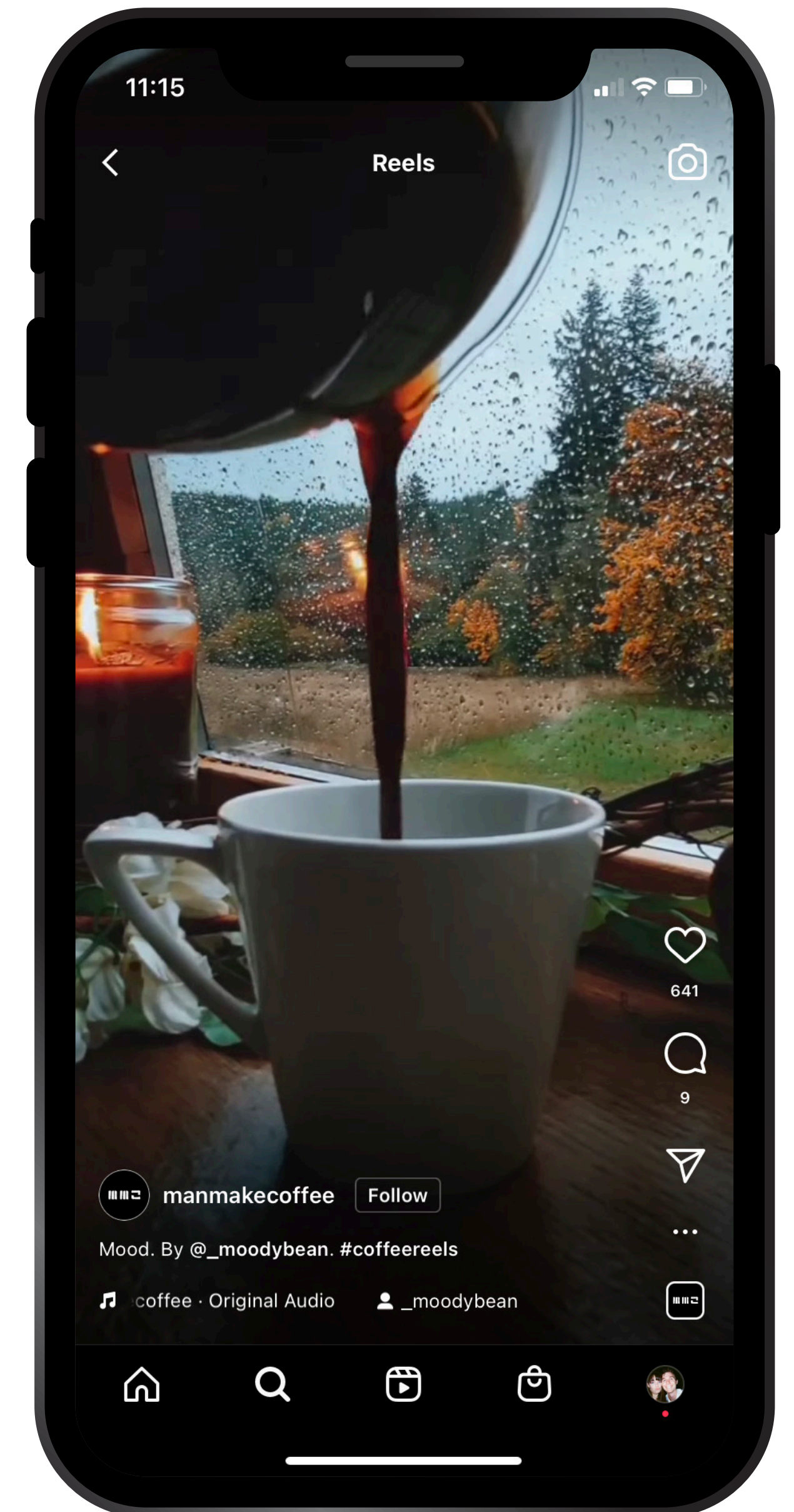


WHAT ARE INSTAGRAM REELS?

- Reels are short, entertaining videos
- Reels are stored inside a separate tab, different to the newsfeed
- They auto-play & auto-repeat
- Reels are shown to everyone on Instagram, not just your followers. Giving you the opportunity to reach new people

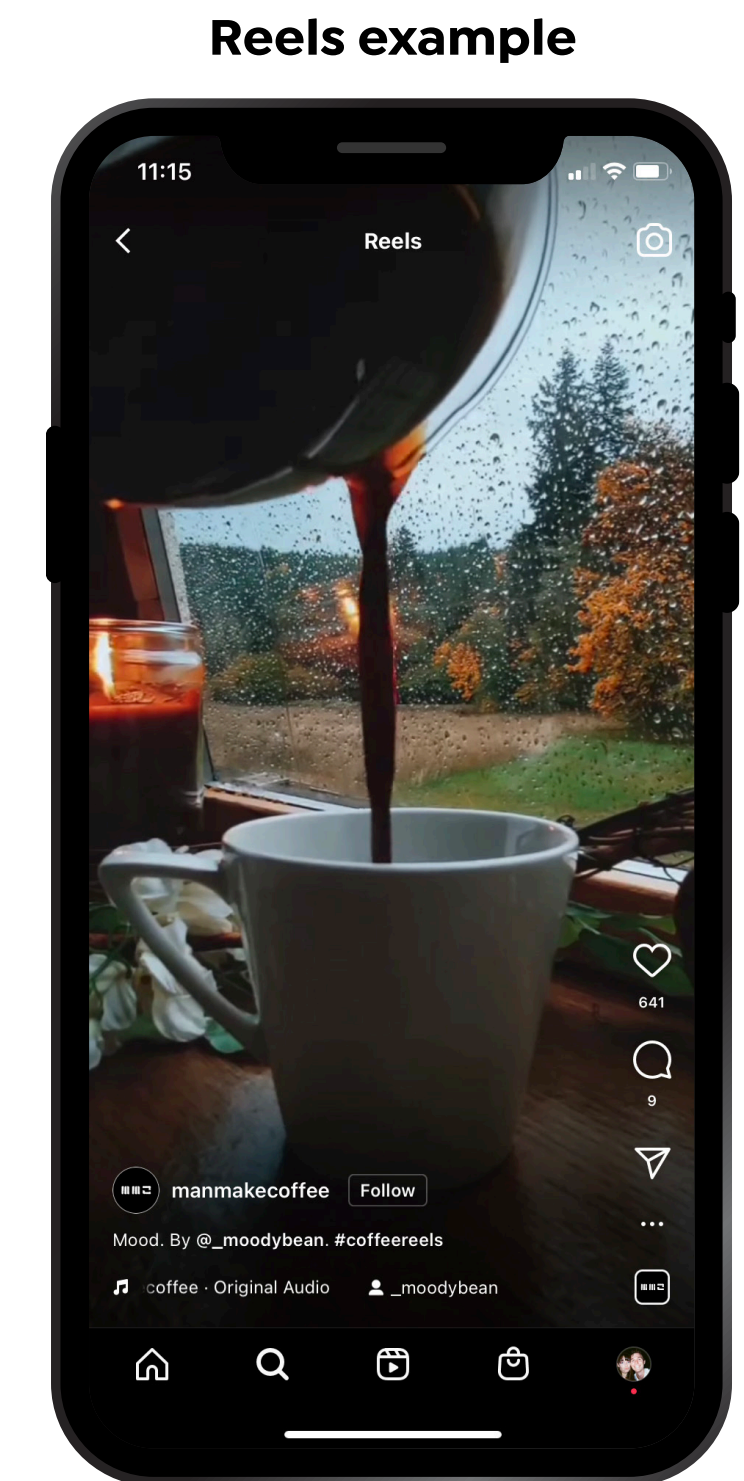
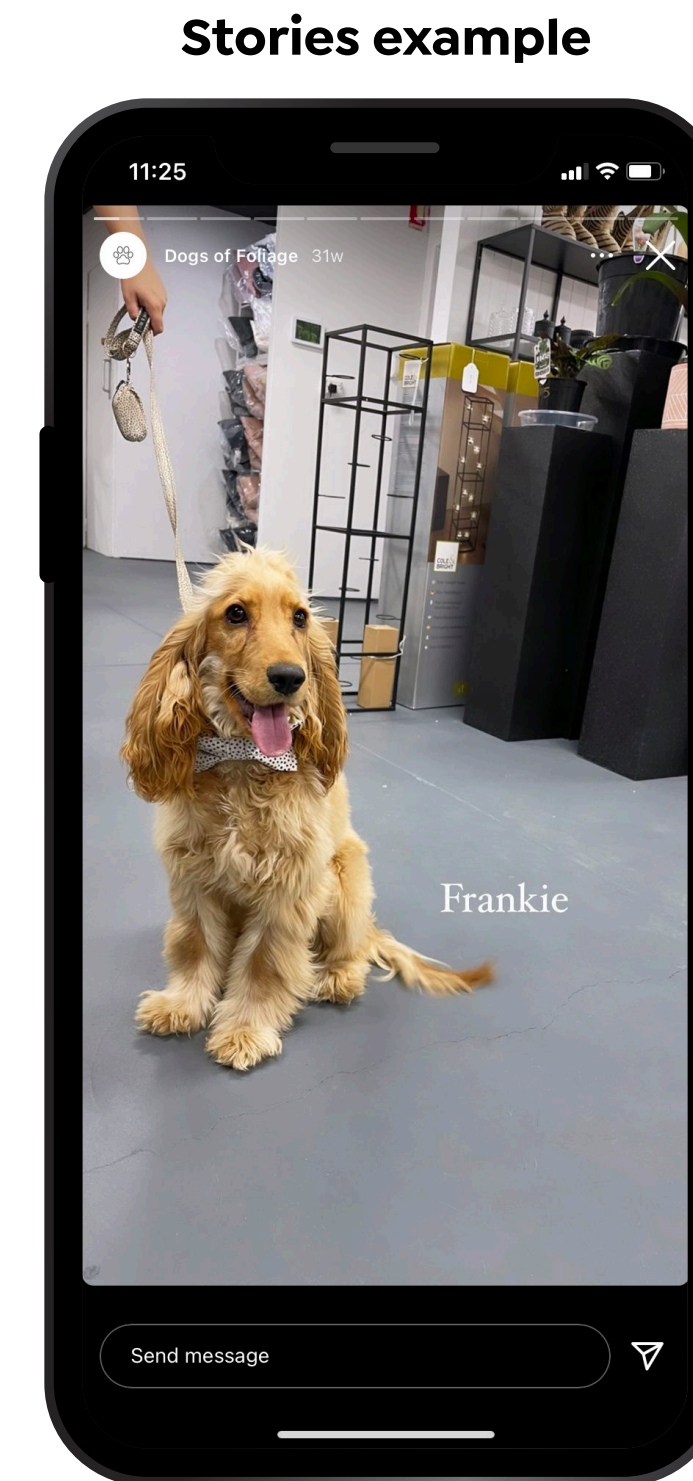
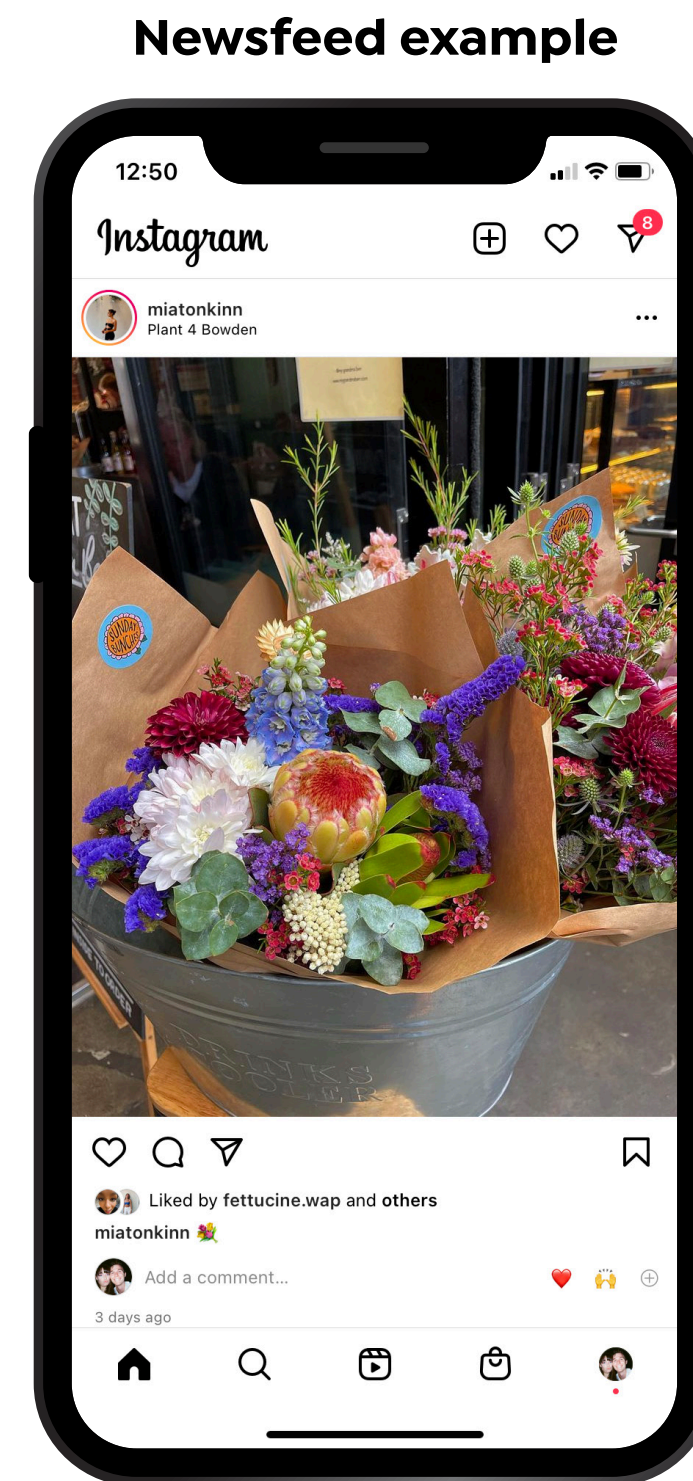
TIPS FOR INSTAGRAM REELS

- Focus on creating organic content
- Use popular sounds & audio tracks to get more views
- Videos people can relate to often go viral
- Filmed best in 9:16 (portrait)



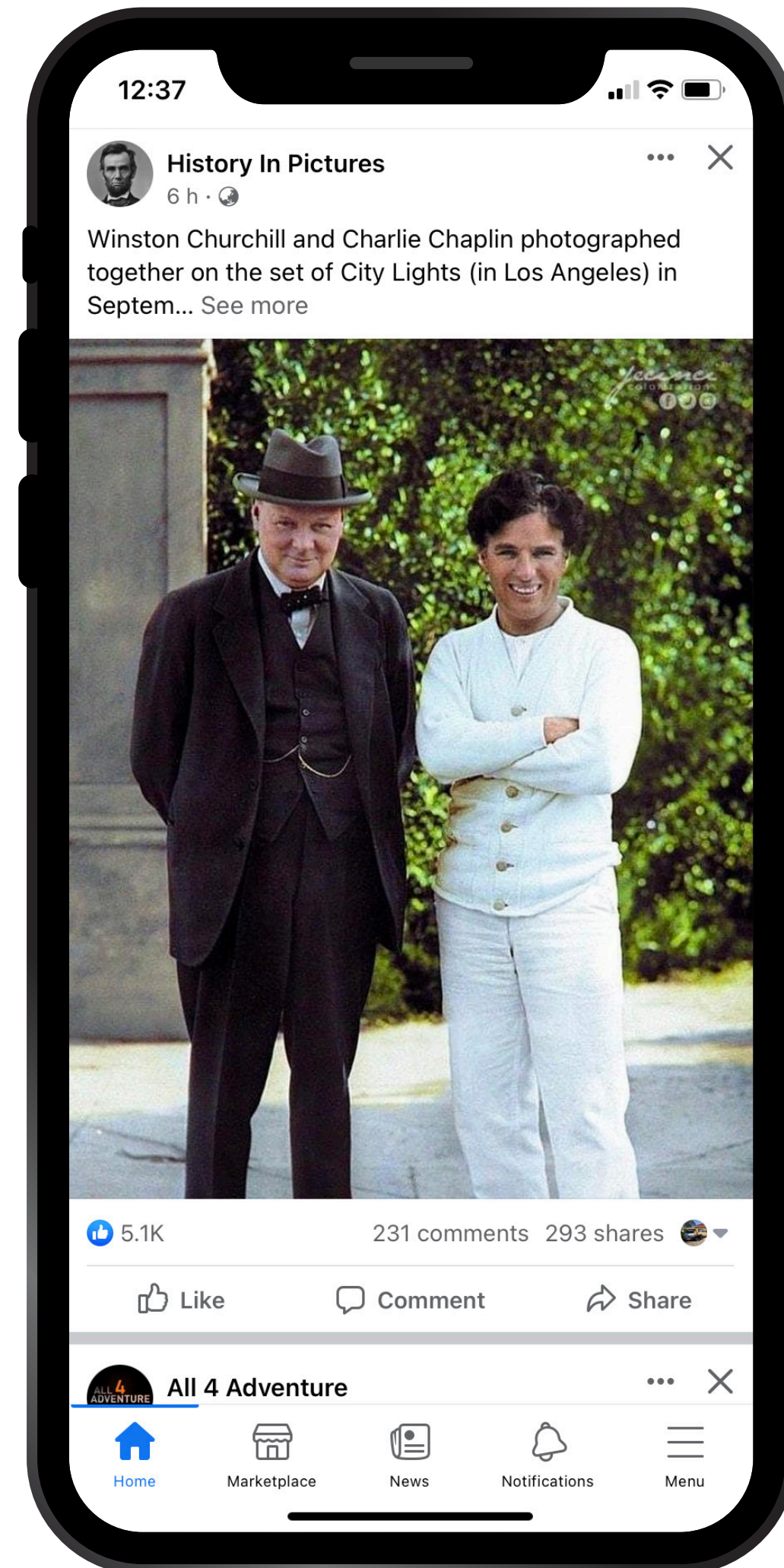
INSTAGRAM NEWSFEED VS STORIES VS REELS

Newsfeed	Stories	Reels
Display in Newsfeed Tab	Display at Top of Newsfeed Tab	Displays in Reels Tab
Permanent till Deleted	Temporary (24 hours)	Permanent till Deleted
Multimedia friendly (web-links, photos, videos, polls, etc)	Photos or Videos	Video
Preferred Aspect Ratios, 1:1, 4:5 & 16:9	Preferred Aspect Ratio, 9:16	Must be, 9:16
Scrolls Down	Swipes Right	Scrolls Down
Ideal for your important messages	Ideal for your less important messages	Ideal for important video messages



FACEBOOK VS INSTAGRAM

Facebook



Instagram



Facebook

Primarily used by middle & old aged

Accepts most Multimedia

Used on Mobile & Desktop

Instagram

Primarily used by youth & middle aged

Accepts only Photos & Videos

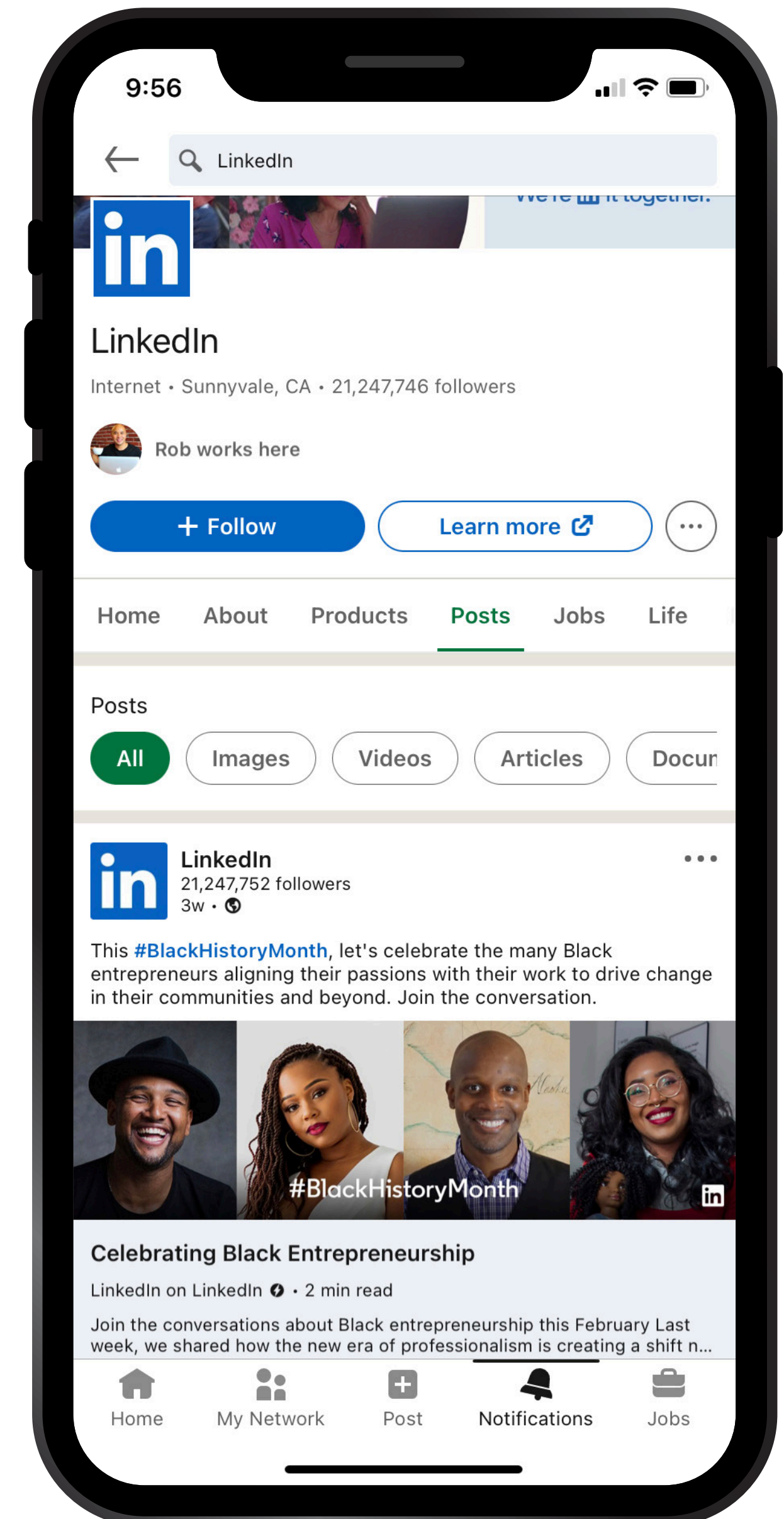
Used on Mobile

MEET LINKEDIN

- The platform for professionals & B2B (business to business)
- Designed for networking amongst professionals
- Used by 20 - 60 year old professionals, in white collar jobs

TIPS FOR LINKEDIN

- Focus on creating content around business stories
- Assume your audience are engaged professionals
- Be proud of your business & industry



WHAT ARE ANALYTICS?

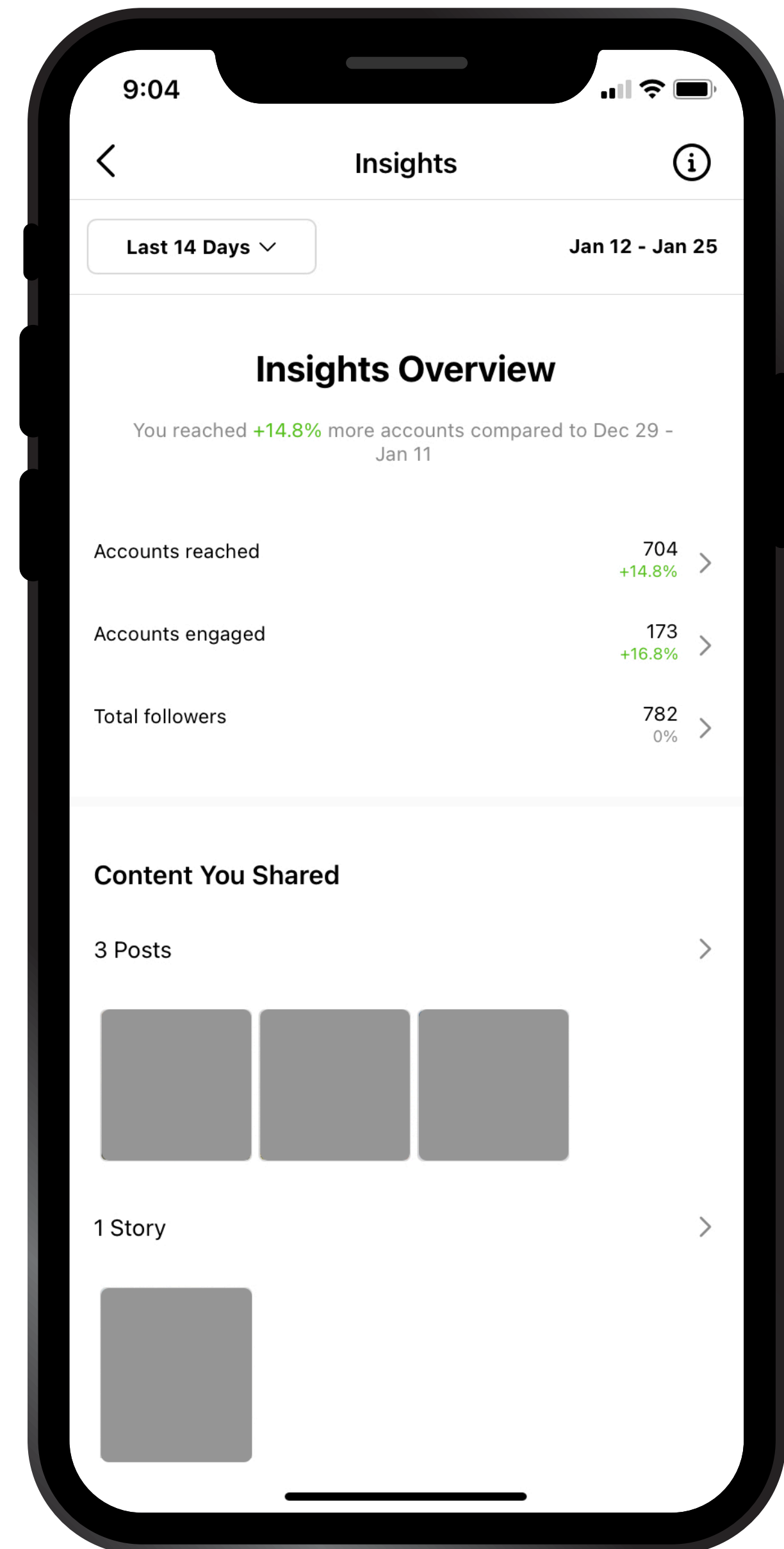
- Analytics offer insights into how your audience interact with your content
- Each platform keeps track of your analytics
- Regularly check in with your analytics

TIPS FOR ANALYTICS

Avoid selfish analytics like subscribers, followers & likes.

Aim to keep improving yourself

Don't compare yourself to others



HOW TO USE ANALYTICS

1. Use analytics to understand your audience

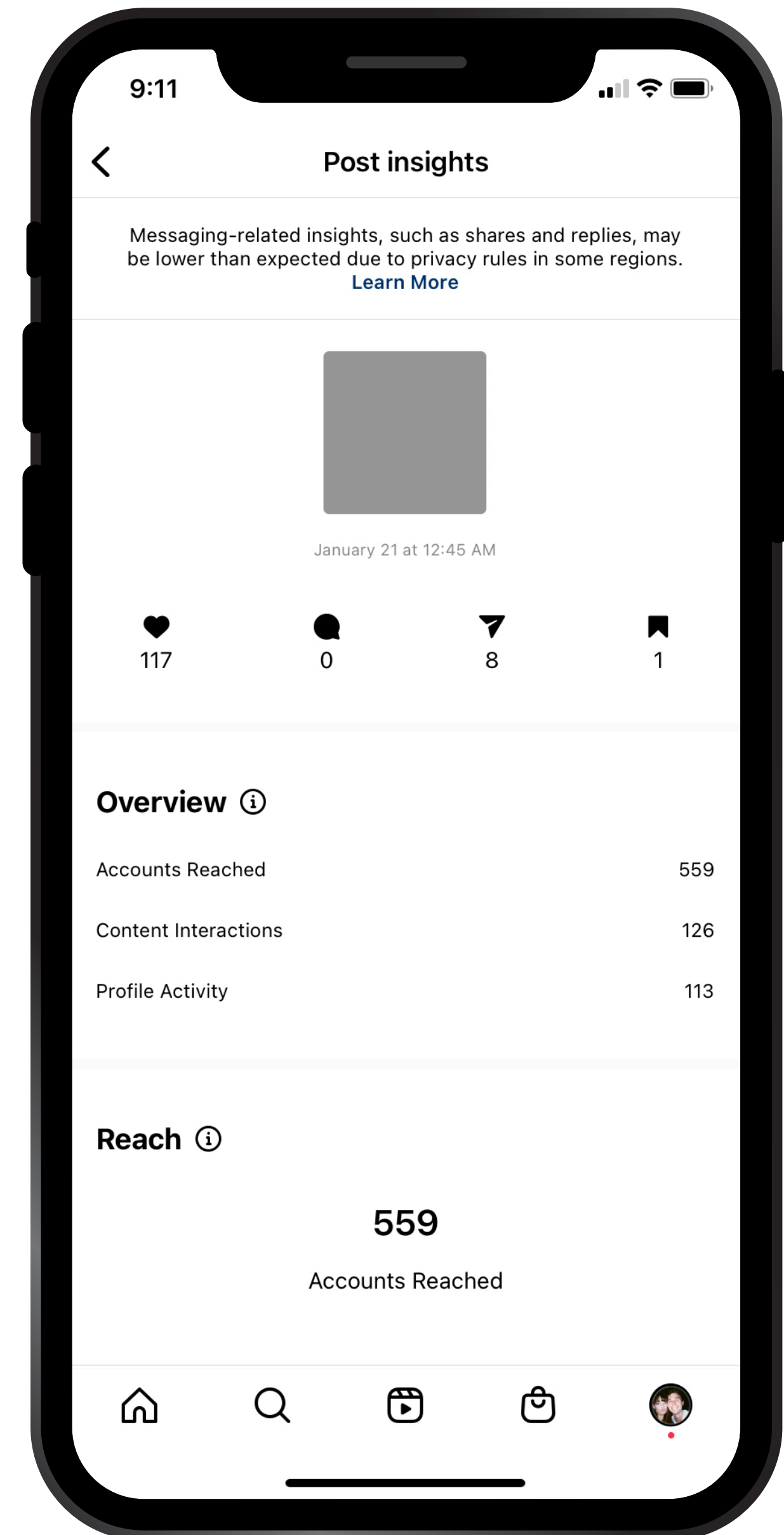
Age? Gender? Geography? What content do they love?

2. Use analytics to set & track goals

Are you better than you were yesterday?

3. Identify content your audience loves

Create content that resonates with your audience



THANK YOU FOR READING

We appreciate your time & hope you gained value from this social media guide.

Our goal it to help your business thrive & connect to your community.

Social media is a changing environment, the next update for this guide is mid-way through 2022.

HOW WE SERVE OUR PARTNERS

We are proud of our long-lasting café partnerships, we invest in our partners to help their business & community thrive.

Our support services include:

- Coffee & barista training
- 24 hour support
- The best equipment
- Marketing support

[Click here to learn more about how we help our partners thrive.](#)

GET IN TOUCH WITH US

WE'RE HAPPY TO
HEAR FROM YOU

