

TIPS & TRICKS FOR BUILDING A SOCIAL MEDIA PRESENCE

PART TWO

Publication Date: February 5, 2025

In the competitive landscape of small business marketing, leveraging social media effectively is essential for growth and visibility. However, simply posting content is not enough—businesses must engage strategically with their audience and use tools that maximize their reach and impact. The following tips provide actionable insights for small business owners looking to optimize their social media efforts. By utilizing visual tools like Canva, offering valuable educational content for free, engaging with followers, and utilizing social proof, businesses can build credibility and increase brand awareness. Additionally, incorporating compelling calls to action, joining local Facebook groups, and increasing the use of short-form videos can further enhance engagement. Finally, repurposing existing content allows businesses to maximize their efforts and ensure consistent messaging across platforms. These strategies, when implemented thoughtfully, can help businesses not only survive but thrive in the digital age.

1. Use Canva to create visuals.

Utilizing Canva for visual content creation helps maintain brand consistency across social media posts. Features such as “Brand Templates” and “Projects” enable users to produce cohesive and professional designs. Additionally, Canva offers a range of tools for creating various post formats, editing images, and developing short-form video content.

The Canva logo is displayed in a large, stylized script font. It features a blue-to-purple gradient, starting with a light blue on the left and transitioning to a deep purple on the right. The letters are thick and fluid, with a modern, cursive feel.

2. Post educational content for free.

Providing valuable, informative content at no cost establishes the business as a trusted industry resource, increasing credibility and consumer trust. By offering insights, tips, or industry knowledge, businesses can attract potential customers while reinforcing their expertise in a competitive market. Additionally, educational content encourages social sharing, expanding organic reach and enhancing brand visibility without the need for paid advertising. This strategy also nurtures customer loyalty, as audiences are more likely to engage with and support businesses that provide meaningful value beyond their products or services.

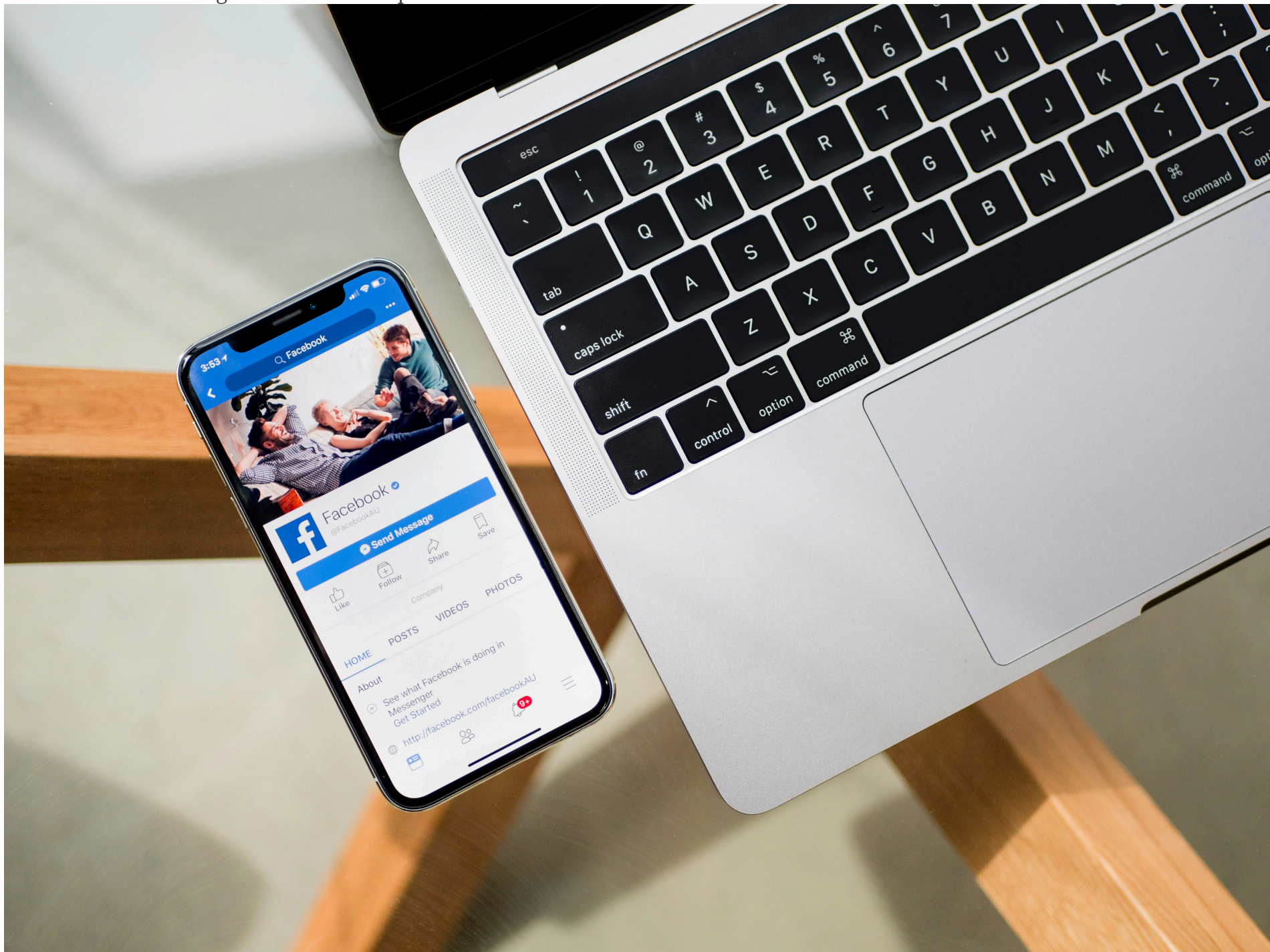
3. Use social proof.

Social proof consists of images, testimonials, and user-generated content that showcase real customers engaging with a product or service. This form of validation demonstrates the positive impact a business has on its consumers, reinforcing its credibility and effectiveness. When potential customers see others benefiting from a product or service, they are more likely to trust the brand and consider making a purchase. User-generated content, such as customer-submitted photos and authentic testimonials, is particularly effective, as it fosters a sense of community and reliability.



4. Engage with the target audience.

Maximizing the effectiveness of social media requires active engagement with the audience. Interacting with viewers fosters a sense of community and encourages further participation, ultimately increasing visibility and brand awareness. Tagging relevant individuals or organizations in posts broadens content reach, as it invites engagement from a wider network and increases the likelihood of shared exposure. Additionally, responding to comments in a timely and meaningful manner demonstrates attentiveness and strengthens relationships with followers.



5. Always use a CTA.

Calls to action (CTAs) play a crucial role in driving sales and generating leads, as they prompt audience engagement beyond passive content consumption. While simply viewing a post does not directly contribute to revenue, compelling CTAs encourage users to take meaningful actions, such as visiting a website, making a purchase, or initiating contact. To maximize impact, CTAs should be straightforward and encourage immediate action. Phrases like "Visit our store," "Leave a comment," or "Sign up today" provide clear directives. Ensuring ease of execution is critical, as overly complex or time-consuming CTAs are less likely to be completed.

6. Join local Facebook groups.

Joining local Facebook groups offers small business owners a unique opportunity to enhance their visibility and build strong connections within their community. They provide a cost-effective marketing strategy, allowing businesses to promote their products or services organically through word-of-mouth and direct engagement, all without the financial investment required for paid advertising. By actively participating in discussions, responding to inquiries, and sharing valuable content, business owners can establish credibility and position themselves as knowledgeable contributors. Additionally, these groups often serve as platforms where customers seek recommendations, and positive testimonials from satisfied clients can significantly strengthen a brand's reputation and trustworthiness.

All groups you've joined (13)

Sort



Entrepreneur Boot Camp Alumni
You last visited 12 weeks ago

[View group](#)



Life In Rigby
You last visited 2 hours ago

[View group](#)



life in rigby
You last visited 6 weeks ago

[View group](#)



Life in Idaho Falls!!
You last visited 2 hours ago

[View group](#)



Life In Idaho Falls! (SE Idaho)
You last visited 2 weeks ago

[View group](#)



GIFYP (Greater Idaho Falls Young Professionals)
You last visited 2 hours ago

[View group](#)



Entrepreneurs of Idaho
You last visited 2 weeks ago

[View group](#)



I <3 Life in Rexburg
You last visited 2 hours ago

[View group](#)



East Idaho Jobs Network
You last visited 26 weeks ago

[View group](#)



Idaho Business Networking
You last visited 6 weeks ago

[View group](#)



Support East Idaho Local Business
You last visited 15 weeks ago

[View group](#)



Life in Rexburg
You last visited 2 hours ago

[View group](#)



7. Increase short-term video content.

Short-form videos have emerged as a highly effective content format, consistently generating more views compared to traditional social media posts. In recent years, social media users have increasingly gravitated toward consuming video content, particularly in the form of reels, as they offer a quick, engaging, and easily digestible experience. Although creating high-quality short-form videos may require more time and effort than static posts, there are straightforward strategies that business owners can implement to streamline the process and maximize engagement.

8. Repurpose all digital content.

To maximize the value of your content and extend its reach, repurposing content across multiple formats can be an effective strategy. For instance, blog posts can be transformed into infographics, podcasts into video clips, and webinars into written summaries, among other adaptations. An illustrative example of this approach can be seen in the IEC's use of its monthly podcast, *Entrepreneur Voices*. Upon the release of each episode, the IEC not only publishes a social media post encouraging listeners to tune in but also shares select podcast clips in the form of engaging reels over the following weeks. Additionally, a corresponding blog post is crafted to highlight the key entrepreneurial tips shared during the episode, providing further value to the audience. To further promote the blog post, another social media post is created, often complemented by a reel summarizing the episode's insights.

FREE WHITEPAPER



THE KARRIE ANNE'S STORY TO FRANCHISING

Learn key business insights from CEO Jessica Mortensen on community engagement, employee empowerment, franchising, and overcoming challenges in the food industry.

www.idahoecenter.org/whitepapers/ 

PHONE NUMBER

(208) 540-4300

EMAIL

info@idahoecenter.org

ADDRESS

35 N 1st E, Suite 3, Rexburg, ID 83440

JOIN OUR MAILING LIST

[Click Here to Join](#)

WHITEPAPERS

[Read Here](#)

