A Simple Recipe for Social Media Success

Hello, everyone in thank you so much for attending today's webinar, A Simple Recipe for Social Media Success and communicating on social media during this time. As Alexa mentioned, my name is Jenna Shaffer and I've been with Constant Contact with about 12 years. I can't even believe it but as you mentioned before, I've worked with thousands of small businesses and nonprofits to help them with their online marketing efforts, and so I also come from a very long line of small business owners here so I like to bring in my experience to my workshops and sessions and I hope the things we talk about today are real action items that you can take away with you and that will help your business during this time. Before we dive into today's webinar I do want to let you know that we are here to help. We have put together a small business support kit to help you navigate through these challenging times and you can find this helpful information to make a plan, for more resources such as other webinars and to connect with other small businesses for inspiration on what to do next. So that link that you see there on the screen will actually take you to the scores resilience program where you can -- it's almost like a virtual conference that you can log into. You can talk to our marketing advisors, get downloadable resources and more so I highly encourage you to do that. I will bring up this link again at the end of the webinar and talk a little bit more about that but just wanted to give you that advice before we dive in. With that said let's go ahead and get started. During this unprecedented time, we are all trying to adjust to a new normal. Everything is changing and it's evolving from the way that you do business to how you market your business and communicate with your customers and prospects. Social media is still as important for your business in today's world and perhaps even more important as data shows that consumers are shifting their lives at a staggering pace, but as a small business you may be unsure on how to proceed with your marketing and communication during this time so that is what we are going to talk about in today's webinar. What changes have our research told us about the world of social media lately ask Comcast reports peak internet usage has increased 32% overall and up to 60% in some areas. Video streaming or consumption is up 38% compared to TB, which is only up about 7%. AT&T has seen about a 40% increase in mobile traffic so what does this mean? Consumers are shifting their behavior and activity online and more often to social networks. So getting your message out through Facebook, Instagram, Twitter and other platforms is a lot easier and cheaper than trying to use other channels. A number of reports show that Facebook in particular has seen a surge in usage. I'm sure most people here can vividly remember seeing the post on Facebook or Instagram recently from a's all business in their area. Even Constant Contact has seen some of their social tools have an increase in usage as well. We have seen about a 48% usage from February to March alone with the Constant Contact tools and that says people are looking for those tools is well. Let's take a look at our agenda more specifically, what we are going to cover today. We are going to cover what platforms to be on and why? Tips for marketing your business or organization on other social platforms. Ideas to engage and communicate without sounding insensitive, that is as Ashley important right now. Not only what to say but how to say it and how to easily create and manage organic social media efforts. Constant Contact often talks about social media as serving three goals for your business so this is our first point of what platforms should you be on and why you should be on them. When we think about where we should be and what different social platforms we should be using, you really want to think about these three different business goals which would be awareness, customer service and action. Each of these goals are closely tethered together. I would like to take us through each of those business goals a little bit more. Let's go ahead and start with awareness. What do we mean when we say awareness? As it relates to social media? If you are not on social, you are missing out on an opportunity to be found or you are missing out on an opportunity to be found. Imagine several years ago if you didn't have a phone number listed, somewhere maybe in the white pages are Yellow Pages, right? People wouldn't have been able to find you so it's kind of like that. This also helps with your SCO and if you don't know what that is, it means search engine optimization. It is the way people organically find you when they are searching for a business on the internet. Your social media platforms or handles or profiles tie into your Google business listing, so the more that you are active on those social platforms, the more Google sees you as being active. And then they rank you higher in those searches. So it can actually help you get found easier within those organic searches. The second goal is customer success, why is customer service so important on social media? 45% of consumers visit social media as one of the first channels that they will go to if they have a question or issue. Those who receive good customer service, via Twitter or Instagram, are likely to spend 20% more and are 30% more likely to recommend the brand. But more importantly, for a growing segment of the population, especially think the millennial population, this is the only way that they might contact your business. They are not picking up the phone unfortunately. And for you, it is easier to access and have a conversation with those people as well. So it is really important that you think about it I am trying to provide customer service, what are the platforms that easily allow me to do that? Great, so let's move on to taking an action. Why is action so important when using social media for your business? Pushing from visibility to driving your business. Awareness and customer service are vital but ultimately you need to grow your business or get more donations if you are a nonprofit. Especially right now, we are just trying to keep our businesses moving forward and keeping the doors open, right? On there does awareness and customer service are essentially moot point if you can't use these tools to drive users to take an action related to your business. Think about these goals, they will ultimately help you decide which platforms to be on. Okay? If we go back to awareness, customer service or action, think about your priorities and what you are trying to achieve and that is going to help guide you to which platform that you need to be on, and ways that you can market unsocial. -- On social. Now that we talked a little bit about where you should be and why you should be there, let's talk a little bit about what kind of content you should be providing on those social channels. I have heard a lot of people say that basics still ring true with everything that's going on. What are some important things to keep in mind when you are creating your social content? Being present is number one. If you don't have a Facebook page or any other social media profile yet, now is a great time to make sure that you have one. Then it's all about making sure that you are leveraging it to keep your customers up to date. It also prompts me to actively search for the businesses in my town and to follow them. So I have all the update -- up-to-date information on the plans, menus, strategies etc. As we work through such uncertain times, people are looking to us not only for questions or answers about our specific type of business, but they are also looking to us as a sense of guidance for resources for larger things like laws and regulations in your area. Staying up to date, making sure you are communicating those as well to your audience base is really important. We have a great opportunity to keep people informed. People are actively participating more than ever on social media. They are proactively searching for businesses in their local area, they are proactively looking for businesses that they can support and ways they can donate. So it is a great opportunity for us to be a part of that conversation. Just to give you an example, when example here in my hometown is the downtown [ Indiscernible ] authority. I am here in Loveland Colorado. And they got a bunch of the downtown businesses together to participate in a scavenger hunt. Although most people -- some people are reopening now, but about a month ago even though people were not able to be open, the downtown authority congregated all of these businesses together and encouraged the community to find certain things or go shop in certain places. So it was a great way to build awareness around who was open, who was offering what and it was just a really great idea. You can also share helpful content during this time. Of different resources or educational pieces to stay top of mind. So think about -- this is a wonderful way to position yourself as an expert in what you do. Right? If you are the person that is always educating and creating content that is helpful for your audience when they really do need a service or product like yours, you are the one that is going to come top of mind to them. And let's be honest, it is not a sign of weakness to say that you are struggling right now and you could use the support. There are many consumers out there who do not have expendable income -- I'm sorry who do have expendable income and are in a great position to support local businesses and they want to. So you can spell it out. That is content that is okay to share with your audience. Share with them that they can purchase gift cards from you or they can donate to your cause. Share those things that would help your business during this time. People are more than willing to do that. Some of you may be thinking, what about selling on social media right now? Is that appropriate to do? Especially when you are not an essential business, right? We don't want to come off as [ Indiscernible ] or tachy. So this can be a tough one but I do have two thoughts on this. Number one, yes, you are a business and you need to survive when all of this is over whether you are an essential business or not. And people want to support businesses of all kinds right now. So you want to think about your strategy and how you position what you are selling. It is not just about restaurants right now that are in a precarious position that can't afford to lose a months worth of business. It is all businesses as well. So you just want to think about how you position what you are selling so you don't come off tone deaf and we are actually going to talk a little bit about how to communicate sensitively in a moment. So hang tight with me. Number two, people need a diversion from the news. I know I do. They really, really due. For me that is the sweet spot for businesses, just for an example like real estate and travel industries. Let me just browse through all of these houses and rental properties or take a virtual tour of a museum, or a webcam of beaches that I can see and find. Send me all of that content if you are those types of businesses. And slide in some sort of commentary about get prepared now to make these dreams a reality when life returns to normal. Right? It is not that you cannot sell yourself or your business or your product, but think about a sensitive way to communicate that to your audience. Okay, so speaking of communicating more sensitively. Because we touched on that a little bit and I want to dive more into this topic it is really important to be thoughtful about what you are posting so I really want to focus on this portion of the presentation right now because I think especially right now this is imperative for you to pay attention to. How to communicate sensitively. Don't rush headfirst into things and blast out content without understanding the current dynamic in your area to your customers or even more broadly. Around the world -- how does it look to communicate certain things to them and how does it effect the people in your community and state for the country? For one, you want to make sure that your message does not add to the anxiety of your readers, that they are already likely experiencing. With the illness count of COVID and job losses growing, and we have protests happening, there is a lot going on. You always want to try to frame what you are doing through the lens of how this is being supported by it all. Or even a subset of your customers. I have seen one business that is providing meals to front-line workers. Beyond even healthcare workers, at the same time is offering coloring content for kids of parents in town that they can later hang in the windows for those driving by to see. Those kinds of programs are perfect in my mind. It is a positive message, it is still promoting your business and it's bringing the community together rather than being divisive. Does that make sense? I do also want to focus on nonprofits briefly. Because I know some of you are in the workshop here today as well. Nonprofits, you depend on emotional appeal. And while you cannot currently meet face-to-face, for some of your causes or fundraisers, you can't meet face-to-face with your donors, volunteers or even your board members. There are still powerful ways to engage your communities online such as by using videos on social media. And there has probably never been a better way to tap into the altruistic nature of those who maybe don't normally donate to your cause. For those in a position to financially be able to donate, more and more of them are turning to philanthropy and giving as a way to support their communities without thing able to step foot out the door. But again, consider that some of your major donors may also need to stop reoccurring donations temporarily due to their own situations. So thought -- try to think of ways you can support them right now so later they can return the favor. Right now one thing that I say with marketing is that it's not always about the immediate conversion. It is sometimes about the long game thinking about that long-term relationship. So what kind of content is going to lend itself to that long-term relationship? Now that we know where to be and how to communicate with our audience, what are some suggestions for growing a social following right now? Because we still want to grow as a business, we still want to grow our audience so when all of this is said and done there is an opportunity to do more business. Right? I know a lot of people are worried about sharing information but not reaching enough people. So one way that you can keep growing your audience and social platforms is to get email subscribers through the social media channels. Because if social media -- if you think about social media. If it went away tomorrow, we don't own those contacts but we do own the relationship with them so if we can get them to follow us on social media but then capture their contact information, we can maintain that relationship that we own. And there are different ways you can do that. One example, would be to join different groups or local pages in your area. And you want to act as yourself, the business owner, not as the business or brand itself in those channels. Be sure to abide by their selling rules, different pages have different regulations about what you can and cannot post to make sure you are doing that, however, I've seen a lot of different pages be pretty relaxed about the policies right now just because of the current state of what we are experiencing. So that is one way to do that. As you are having conversations in those local pages and local groups, you can ask them to subscribe to your email list which is -- if you have a subscription capture tool on your website you can direct them there. Constant Contact has text to join so if you say text this keyword phrase, and then you give them a number, you can essentially capture their email address through a text exchange which is fantastic. It makes it immediate and easy to do. You can also run sweepstakes or contest through your social platforms. The first five people to comment with their favorite flavor of ice cream, to follow us and subscribe to our email list wins -- enters for a chance to win XYZ. Right? If you think about different ways that you can direct them to subscribe to your email list, then that is also a great way that you can capture the contacts and make sure in the future you are able to communicate with them. Don't be afraid to communicate regularly right now. You can communicate at least once a day, particularly if you have meaningful updates to communicate, or if you have a lot less to say, that's okay too. Still shoot for about 3 to 5 times a week due to the wanting to see something else phenomenon right now. And this doesn't have to be time-consuming. When I think about having to post once a day or even 3 to 5 times a week, that is a lot. I know that you are running a business, you are applying for PPP loans and other types of loans, right? We are just trying to get things going so I know you don't have all the time in the world. Doesn't have to take a lot of time to do that. What I want to share with you, a little information about social ads. This can be a value and cost effective during this time. Small businesses can find value in running social media ad by creating Facebook and Instagram adds to drive business and sales and even lead ads that can help you grow your email list. Depending on the different goals that you have you can create different types of ads and what is great about these is you created and you can set certain time frames that it runs on these social platforms. So you are not having to post all the time. It will boost and promote this social add to your audience over a certain interval, whatever you choose. [ Indiscernible ] 3% or less of your organic audience sees the post. I'm going to say that again, 3% or less of your organic audience sees a post. That means if I have 100 people that have liked my Facebook page, only three of those people are going to organically see my post. That is also going back to why we need to post so often, is because even if I post once a day, it's only going to be about 3% that sees that post anyway. Okay? We want to make sure we are posting often so we are reaching different audience members that have liked our page but social ads opens up new avenues for action so it opens up that 3% to a much wider range, and it allows for people to take action on those posts whether you want them to sign up for your email list or get some sort of discount or download some content from you. It allows you to do that. You cannot have a clickable Instagram post unless it is [ Indiscernible ] so think about that as well. You can also boost posts and the difference is social ads -- you will see it when you are in your newsfeed. You will see the little sponsored tagline underneath or you can boost it which you are paying it to see a very specific audience. I do want to talk about that specific audience because this is one of the best features of social media that I personally feel like brings you the most business, is making sure you target with the right audience. The first step with ads or boosting your post as you can target the right audience on your social channels, and these social channels have some great data that helps you to be very specific with targeting your audience. From what I've seen, this is probably one of the most important pieces to getting results from your social add. On -- common scenario is someone wants to grow their email list or get new customers within a certain radius of their location and this is why social ads are so great. They allow you to get really specific with your targeting in order to accomplish something like this. My advice on getting set up with your target customer audience, think about characteristics of the audience that you want to get your business in front of. Think about certain job titles, different interest categories, location, age, etc. the different demographics. What is your ideal audience? That would use your business or service or anticipate in your organization? And come up with different characteristics. Social ads allows you to target that audience. And be able to push your content directly to them. I often get the question, how much should I be paying for social ads? We say start out with a budget of $100 and if you can't afford $100 that's okay. What's great is you can budget for whatever it is that your budget is allotting for, okay? You don't have to do $100 but $100 gives you a nice range and it also allows you to run your ad for quite some time so you get a real good sense of how that ad is working for you and it also allows you to see insights to how many people organically saw your post , how many people saw your post because you paid for it, it allows you to see how many people took action based off of that post. So you get some really great insights as to how this worked for you. And then you can adjust from there if you feel like, you know what? We want to pay more for our next ad and bump up the budget. If you didn't feel like it worked that well but it worked some, maybe bump it down a little bit? That is totally up to you but we say that $100 is a great starting point at least. Okay. We have now talked about what platforms to be on and why. So think about that three business goals, awareness, customer service and action. We have talked about communicating sensitively to your audience and what kind of content is great to post during this time. And then we talked about being able to grow through your social media channel by collecting email addresses and using social ads. So I do want to point out just a few things before we take questions and before we move on. Now more than ever people are online so as a business or organization, you want to make sure that you are there communicating, engaging and indirectly selling. And posting about your business. While not all of your social posts need to be about the crisis, whether it is COVID or protests going on -- if aliens or zombies are coming next -- I don't know what to do. [ laughter ] But whatever happens with your business, whether it be this year or next year or five years from now, we need to be cognizant of the situation. What is going on in our community? Around our business? And with our country? Intake account of what's happening [ Indiscernible ]. You don't want to cause anxiety, you want to be reassuring and provide a bit of diversion from what's happening in some cases. Lastly, do not forget about the social tools within Constant Contact and whether you are using Constant Contact or not, there are so many tools out there in the world of marketing to help you with your social media. Don't feel like you have to do it all yourself. Leverage those tools and many of them are free. Leverage those tools to help automate it for you to help boost your exposure to your audience and that will make things a lot easier. Able manager social posts and save you time with her interactions. Just a reminder, before we move on to the questions I want to remind you that we do have the small business support kit to help you whatever you are going through and be sure to check it out for more information and resources. We have that available within -- I know Alexa is going to share with us some links to be able to get these but you can find them all within the Constant Contact in the SCORE virtual conference , so lots of downloadable guys and action plans and I don't want you to miss out on this. It's a fantastic resource to go along the process especially reopening right now. I have a link here on the screen that you can use as well, but we will probably go ahead and get started with some questions. I think we are going to do our best to get through as many as we can, but if we don't get your question today, use that link and that will direct you to the SCORE virtual conference and the real-time mentoring platform. Just go to the link on the screen, you can register to enter and then you want to click on the Constant Contact booth. I'm going to be there immediately after this webinar along with some of our rocketing advisors to answer those questions that we didn't get through today in this workshop. So meet me there right after the webinar if you have more questions and if you don't have more questions and you just want to click around in the resources, lots of [ Indiscernible ] as well. With that I'm going to pass it back off to Alexa for questions and, yeah.

Sounds great. Jenna, thank you so much. Jenna just mentioning the real-time mentoring platform, for those of you that are not familiar with that platform, this is a free virtual online meeting place. The business owners can go to get questions answered and advice thereby professional certified SCORE mentor's as well as Constant Contact and other sponsors within the event space. So there is a tab at the top of the screen as well, it says real-time mentoring and you can click that and there is a link that you can register and it also shares the office hours are available -- when the office hours are available and when folks will be online. So there's also a clickable icon at the bottom of your screen and you can access it that way too. With that, I want to go ahead and jump into these questions we are receiving and we will do our best to address as many as we can in the time remaining. Jumping right in here, Jenna, the first question comes to us from Jason. Jason is asking if you could talk about the right balance between a product sell focus and storytelling?

Absolutely. My rule of thumb in terms of the type of content that you are sending out is 80/20 rule. 80% of your content should be educational, motivational, inspirational -- all of the [ Indiscernible ]. But it goes back to the idea does not everybody is going to need your business or your product or service every single day at every single time of the week, right? What we are trying to do here is we are trying to present ourselves as an expert in what we do. We want to position ourselves as somebody who provides resources and help as the expert in our area, right? So when somebody does need a product or service or organization like yours, you are the one that comes top of mine and that's why most of your content needs to be educational [ Indiscernible ]. Register for my online event or purchase this today, or donate, right? I kind of compare it to a talk show host. If it celebrity goes on a talkshow, they are on their talking about funny tricks their dog can do or something silly that happened that day or hidden talents of theirs and they are humanizing their business and humanizing themselves and really there to talk about the movie that's coming out on Friday or the book they are selling or promote their sports team, right? But they are talking about other things which is humanizing them so when they do get to the ask, people are more excited about participating in that is really the feeling that you want to create with your business too. Humanizing your business, providing education, and building that relationship with your audience so when you do that 20% ask, they are more likely to do it. This way you can also communicate with them more often. If you are providing free content to them or free education to them, they want to receive that more often and they are more tolerable of getting that ask or that promotional post. So try to keep it to the 80/20 role. Every single audience is different and they might be asked thing for more discounts or more promotions. So you can kind of play it by ear after starting out with that.

Okay peer next question, this comes from Helen and she is asking if you could talk about the budget you were mentioning earlier starting with $100 for advertising. Was there any particular platform or site that you are referring to? Or is that across the board?

Yeah, I am more referencing Facebook and Instagram and the reason I say both of those is because they are tied together. Facebook owns Instagram, so when you pay for a sponsored ad or when you are even boosting a post, it gives you an opportunity to push that sponsored ad to Instagram as well. So that's another benefit of doing that. I personally have not used any other paid ads through LinkedIn or Twitter. I am not as familiar with those but I will say that sponsored ads through Facebook and Instagram are especially helpful so I would start there. And then Google ads too. That is a great way to increase your search engine optimization. So again that organic search, if somebody types and restaurants in my area or yoga studios in my area, that is an organic search. They are typing in keywords. If you are using Google social ads it can help to increase the visibility that you get through those searches as well.

All right. We have had several people asking about the joining of local pages or groups. And asking if you could elaborate a little bit further on that?

Absolutely. I am just going to use my own personal experience with this just as an anecdote. Again, I mention I live in Loveland, Colorado, and they have local groups such as Loveland events and happenings or [Indiscernible-garbled audio] my family owns a small restaurant and brewery. We are a part of Loveland booze news. You might have different ones in your area, but typically these are pages where people can share what's going on in the community, there are different events happening. What are special promotions and discounts that maybe a certain industry is in? So you can join those local pages, and again we say join as the business owner, not necessarily as the business. Just because again you can make more of that personal connection with people, and it doesn't seem as promotional, right? If I am a part of Loveland events and happenings and I'm posting from say a restaurant, it looks more opportunistic than if I were a personal -- with my personal brand going in there and saying, hey, I own a restaurant here in Loveland, Colorado, and we have some really fun things going on and we encourage you to go over and like our page. You can make that personal connection and it doesn't seem as in-your-face.

Those are great ways you connect with people in your community and you can see what other people are posting and comment on those as well. There are so many times when I've seen people say, [Indiscernible-garbled audio] looking for restaurants that are serving more family-style take-out than just individual meals. Does anybody know of restaurants in the area? [Indiscernible-garbled audio] it's a great way for you to be able to promote your business without like I said being in their face or seeing -- seeming opportunistic.

All right, we have had quite a few questions coming in today about having a business and personal Facebook page, and there is a question here from Carl saying he has both. But he has found you cannot tag people from a business post, but wants to keep them separate. What are your suggestions for folks who are looking into setting up on Facebook? Should you have a separation between the two? What have you seen work best and what are your suggestions there?

Yeah, so I managed a couple of different business pages and my own personal page. Carl, I run into the same issue sometimes with little tweaks when it comes to being able to tag people or the functionality with it. I believe -- and I will double check on this -- but what I have found to be true for myself is that typically I cannot tag people in our business post unless they are following us or I am following them. So I don't know if it is more of a privacy setting or what that is with Facebook. But I do find that unless the person is following your business, and that becomes difficult to tag them and associate them with a certain post. So what I would recommend, especially small businesses right now or organizations -- I adjust partnering with other local businesses or organizations in the area to do copromotion. If you are doing something like that and he would like to tag another business in your post, you might want to connect with that business ahead of time and say, hey, would you mind liking our page? Making sure you guys are already connected through your social platform, that way it doesn't hinder you from making those -- adding those tax to it. Another really great suggestion that I have, especially when looking to tag personal people, with every social post you get, especially on Facebook, you can see who has liked your page. If I get say 12 likes on a post, and I click on the number of people who have liked my post to see who they are, you can actually see if they have liked your page or not. So I suggest after a day or two after making a post, go back into the post, click on the people who have liked that specific post, and if they have not liked your business page yet you can actually invite them directly through that peer so that is another great way to invite more people to like your page and grow your following but also ensuring that if you ever want to tag them or respond to them within that specific post, that you are able to do so. Beyond that, I'm not really sure what the functionality -- might be something you want to look into say, like, Facebook or Facebook support. I know they have a fantastic blog with FAQs. [Indiscernible-garbled audio] you might be experiencing. On Instagram, you should be able to tag people regardless if they are following you are not. That should not be an issue. There is within Instagram a new feature for business pages to add a partner. So if say I wanted to add a partner, the downtown Loveland community, they would have to approve that partnership. So that way when you are posting something and it's in partnership with another business, again you get that copromotion. It gets you a little bit more exposure and brand impression for your business but they do have to approve that had of time. So just make sure it is in your settings, you can do that.

Okay, the next question is from Louis. This is regarding Instagram. Asking if you prefer tagging or listing their handle in the body of a post? He said he has heard tagging is best.

I doable. To be honest. I think people have different preferences and when you are looking at an Instagram post and you see that little tag person icon, a lot of people click on that to see who is tagged and that. What that also [Indiscernible-garbled audio] appears in their profile under their tagged photos and so maybe somebody doesn't know about your business but they know about the business or person that you have tagged in your photo. If somebody goes to their tagged photos, your post appears. So I like tagging them in your photo more just because I think it does give you a little bit more exposure, but for those people reading your captions, I think it is easier for people to just click within the caption as well so I do both but I think you are right, it is more effective to tag them within the photo itself.

Okay. We have had a lot of questions coming in around the use of hashtags so this one in particular comes from Jane asking if you could explain the use of hashtags and how we can leverage them to a business's best interest?

Yes, this is a great question. The use of hashtags is to make your post trend of, if you will, or become a part of a category if somebody is looking for a certain phrase or word. On Instagram, so it goes back and forth on how many tags you should use -- I'm not -- how many hashtags you should use in your caption and it's always changing especially with the algorithm. I don't want to give you a certain number, you know, do your own research and make sure you stay current with the latest trends. The last I heard is that you can have up to 30 hashtags. Per post. But those words or phrases -- you want to have some that are more generic that would include your post in more of that generic phrasing or keywords that people are looking for so if you are a brewery you might want to hashtag brewery, microbrewery, nano bury, craft beer. Things that like Reese would often search for. You do however also want to use hashtags that are unique to you and your business or location. You might want to include your town. I always do downtown Loveland, Loveland, Colorado; Loveland CO. Shop Loveland. Things people within my community would see and I also use the hashtags that are unique to just my specific business. So my family's restaurant and brewery actually has our own catchphrase, and every time I post a picture I always use that catchphrase. And that way people are looking at our menu and see the hashtags or people go to our website and see we have an Instagram and we have a certain hashtag, if they go to that hashtag or search hashtag, they are going to see all the posts that we have done or that other people have posted about us using that catchphrase as well. So again it is not just our posts that we are colluding but also a community [Indiscernible-garbled audio]. And creating search functionality around your business too. So think of a more global hashtag [Indiscernible-garbled audio] .

Jenna, it sounds like your phone is cutting out just a little bit. If you could perhaps try to move it around maybe that will get a better connection. Thanks. We heard the majority of your answer there just right at the end it faded out. Anyway you could repeat that last part?

Can you hear me now?

Yes.

The last part was just to think more -- think of hashtags that are more global, more generic that will get you into [Indiscernible-garbled audio] think more regional or locally based. Ones that are used within your community [Indiscernible-garbled audio] more specific to your actual business whether it is a catchphrase or your business name. Think of a few of those as well.

Okay. We have had several questions come in around boosting posts. If you could describe -- what does that mean and also is boosting a post considered an ad?

This is a really good and common question I get. They are different but they are similar in a lot of ways. The similarities is that [Indiscernible-garbled audio] . But the boost is more for a specific target audience that you choose. Sponsored ads are not only -- they will target the people that you have chosen or the demographics you've chosen but it will also find what they call look-alike audiences. They will find people who are liking your posts or interested in what you have to say. They are always engaged and then they are going to go out and find other [Indiscernible-garbled audio] with the same characteristics. It is kind of scary actually when you think about it but they look at the different data points of a person and they say this kind of person seems to really engage with this type of business or on this businesses page a lot. So we are going to find people with the same type of data points and we are going to push this ad to them as well. So I think you do see a little bit more [Indiscernible-garbled audio] impressions being made with sponsored ads then you do with just a boosted post. They also look a little bit different too. I don't know -- especially if you are active on Instagram you will see this a lot. That when you are watching people's Instagram stories and you are going through their or going through the different stories, [Indiscernible-garbled audio] are going to push and add to you. That is a sponsored ad and that is made [Indiscernible-garbled audio] . So they are not just posts [Indiscernible-garbled audio], they are also ads that appear [Indiscernible-garbled audio] in other areas of those social environments that makes sense.

Okay. We have time for a couple of last questions here during this live webinar session. The next question -- Actually it came in from quite a few folks around there's this one in particular from Sherry asking if you could give us a sense of which platforms are better for certain businesses?

That's a great question. Facebook I would say everybody needs to be on Facebook. It is the largest social media platform with the most users on there. The negative part about being on Facebook is that because there are so many people, the competition of being seen can be a little bit more difficult but that is why we talk about social ads or boosting your post to get more exposure. But it is fantastic especially for I would say right now for the Boomer generation, I feel like Boomer and Millenials are mostly on Facebook so if that is the demographic you are trying to reach out to, it's fantastic for that. Facebook is also really great for if you have an event based business. If you are trying -- especially right now if it's an online event or as we reopen if you are having smaller events, obviously you can create those events on Facebook, have people RSVP or say they are interested in going and that can really help [Indiscernible-garbled audio] . If you are more of a visual business, with products, whether that is a restaurant with food or you have some sort of lifestyle product that people use; Instagram is fantastic because they can visually see it, right? You can take pictures and add filters to make it look even better. But it allows people to visually see how they can use your product. So I would also say that more of the millennial crowd is on Instagram. If that is your demographic, then you definitely want to be there. Twitter is great for I would think customer service based companies. So again if we go back to the three goals in the beginning, awareness, customer service or action, if you are really trying to focus on customer service, Twitter is a fantastic place to be and so is Instagram. It makes it easy to talk in real time and to have those conversations. If you are reaching out to a much younger generation, right now, I would say TikTok . I have been trying to learn how to use TikTok for quite some time now, and being an elder millennial myself it's a little bit difficult to use. But a lot of Gen Z of that demographic is on TikTok right now and there are people -- I have even seen -- it's really interesting I've seen chiropractors on their showing different ways that they adjust their clients. Or I have seen a lot of beauty and -- health and beauty industry type professionals using it just to do some fun make up tutorials. If you have a business that is more instructionally based, so you are trying to teach people how to do something, you are doing tutorials, you are a do-it-yourself type business, crafting, arts, culture -- YouTube and Pinterest are a fantastic platform to be on because again they are very much visual-based but -- especially YouTube's video-based so you can say a lot but you can provide a lot of content in a short amount of time in like a 3 to 5 minute video and people can subscribe to your channel so they are updated when you post something new or a new tutorial. So that is great. Yeah, again if you are more do-it-yourself or craft based, I would say Pinterest is a fantastic place to be as well.

Okay, Jenna, that is all the time that we have today for audience questions. If we did not have a chance to address your question, during the life session, I would like to recommend a few things here. One, reach out to your SCORE mentor who can assist you with answering any questions that you have, assisting you with your business needs. As Jen and I mentioned before moving into the Q&A segment, exploring the real-time mentoring environment. It is a free, virtual online meeting place. Where business owners can go to get questions answered. There is an expansive portfolio of resources available through partners, peer networking and more that can be accessed any time. And as Jenna mentioned you can visit the Constant Contact booth there where Jenna and other members from her team will be available to answer further questions. And be there for support. And assistance. You can register and explore that environment by clicking the real-time mentoring tab at the top of your screen or the icon located at the bottom right-hand side of your screen. As a reminder, a link to the recording of this session and slide deck will be sent to all participants. It is going out in a posted an email shortly after the webinar ends today. On behalf of SCORE I would like to thank you all so much for attending today. I would like to give a very special thanks to Constant Contact for sponsoring this webinar and Jenna Schafer for presenting with us here today. Thank you so much, we are so grateful for your time and this excellent presentation.

Thank you so much for having me and I hope everybody learned something today and has a few different take away action items that they are going to be able to use for their business so thank you for having me.

Thank you so much, everyone. We really appreciate it and hope to see you back next time and take good care. [ Event Concluded ]