

Small Business

Social Media Playbook

About Fullscreen and AT&T

Fullscreen is a leader in social-first entertainment experiences, serving talent and brands through creative, strategy, and marketing that enable growth, engagement, and monetization of their audiences. Its unique clientele includes over 400 brands and over 2,500 creators and celebrities that generate more than 7 billion monthly video views across a global network of social channels. Serving a broad range of clients from offices in Los Angeles and New York and with team members across the country, Fullscreen is a wholly-owned subsidiary of Otter Media, a WarnerMedia company. For more information, visit www.fullscreen.com and follow on social media at @fullscreen.

Part Three

Creating Content

If you followed along through Part 1 - Developing Social Purpose and Part 2 - Understanding Social Platforms, you are ready to move on to the fun, creating content!

If you haven't completed the previous lessons we suggest going through those first since identifying tone, positioning, audience and platforms will be key to creating meaningful content.

Step 5 - Create content with you audience in mind.

- Includes: Social creative downloadable templates

5 Step Five

Create Content With Audience In Mind

By focusing on who you're creating content for, and leaning into your customer's needs, you can:

- More easily identify your business' competitive positioning
- Create content that provides values and is meaningful
- Connect with customers to reach your business goals



How To - Content Creation

1.

Keep your competitive positioning top of mind.

Reminder: this is the unique space your business holds in your community.

2.

Align content plans with your social goals.

What types of content will your business be able to put out? Simple videos showcasing your product? Interactive Instagram stories? How does that type of content help you reach your goals?

3.

Translate your business' values and goals into content pillars.

As a way to organize and inspire additional content, create pillars that take into account your goals, products and capabilities. For example, if you're a grocery business that prides itself on fresh items, your pillars might be "New Product Highlights", "Recipe Roundup", "As Seen in the Store" and "Our Customers".

Potential Content Goals

Awareness

Do people know about your business? do they know where to buy your products?

If you're driving high levels of impressions and shares, awareness is increasing as more people are exposed to your business' content.

Conversion

People know about your business, but are they buying your products?

If there are a lot of clicks on links on your posts, people are converting from social media followers to engaging directly with your business.

Favorability

Do you want people to think positively around—and gain stronger attachments to—your business?

If there are a lot of engagements on your posts, people are interacting with your content in a positive or negative way, which shows how people feel about your business.

Specific Audience

Are you trying to reach a specific type of audience to increase your awareness among a certain demographic or other type of group?

If you are trying to reach a certain audience, such as Males or Gen Z, looking at the demographics of your audience over time helps show you how your business is growing among those audiences and which posts reach the demographic you are trying to capture. This information can be found on the Analytics or Insight section of each individual social media platform.

Start Creating

- **Easily accessible.** To download these files, head to this [link](#) on desktop or mobile and download or screenshot the templates you want to use (see detailed mobile screenshot instructions for [iOs](#) / [Android](#)). Additionally, mobile-only users can access these templates in Fullscreen's Instagram Stories highlights [here](#).
- **Customize and tailor your creative.** Be sure to tag yourself at the top of the templates. Add your own products and items when possible to tailor your interactive stories more closely to your small business.
- **Post when your audience is most engaged and active.** Consider days of the week and time zones that make the most sense for your customers.
- **Pro-tip.** Hold a finger down before screenshotting to remove the username and countdown bar.

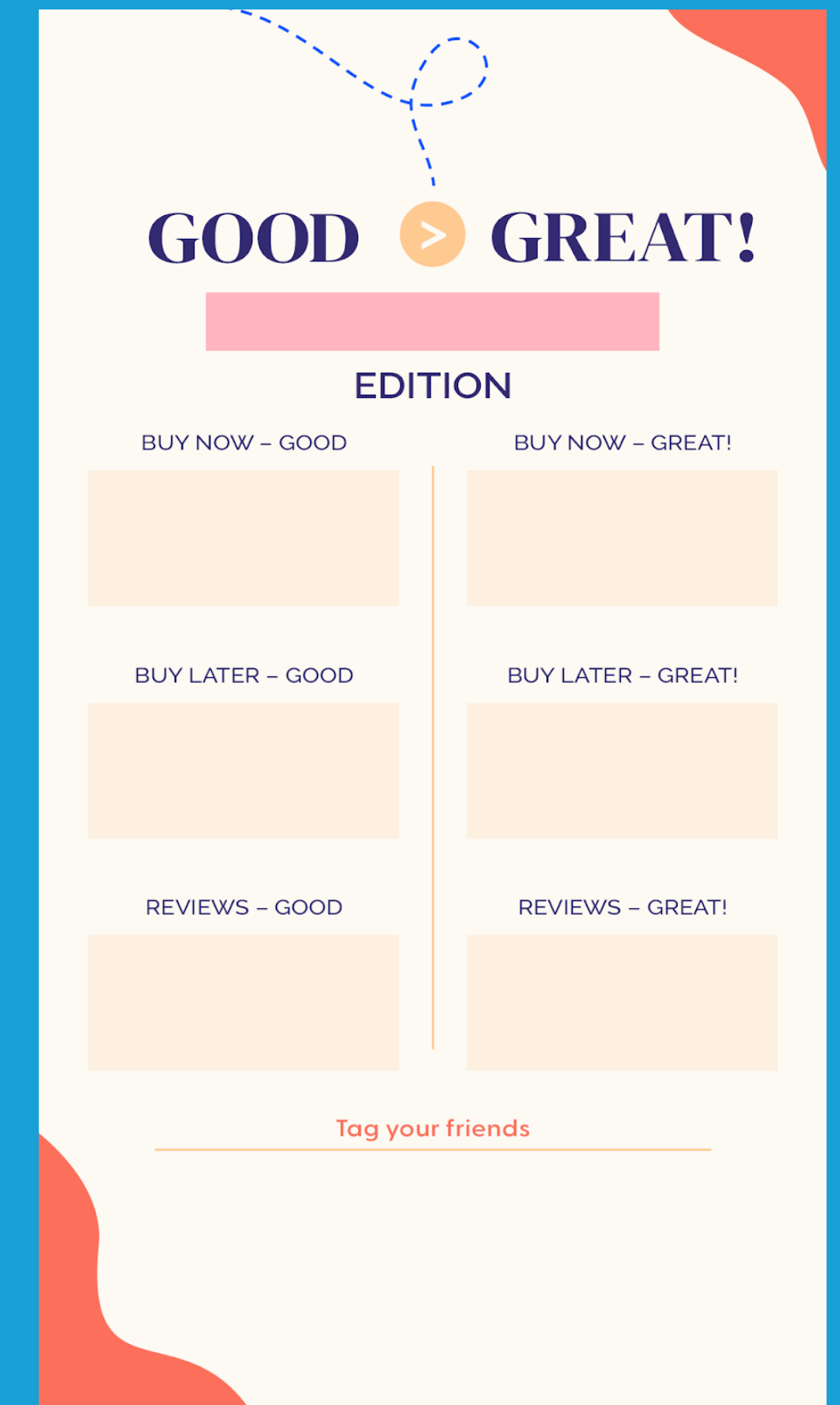
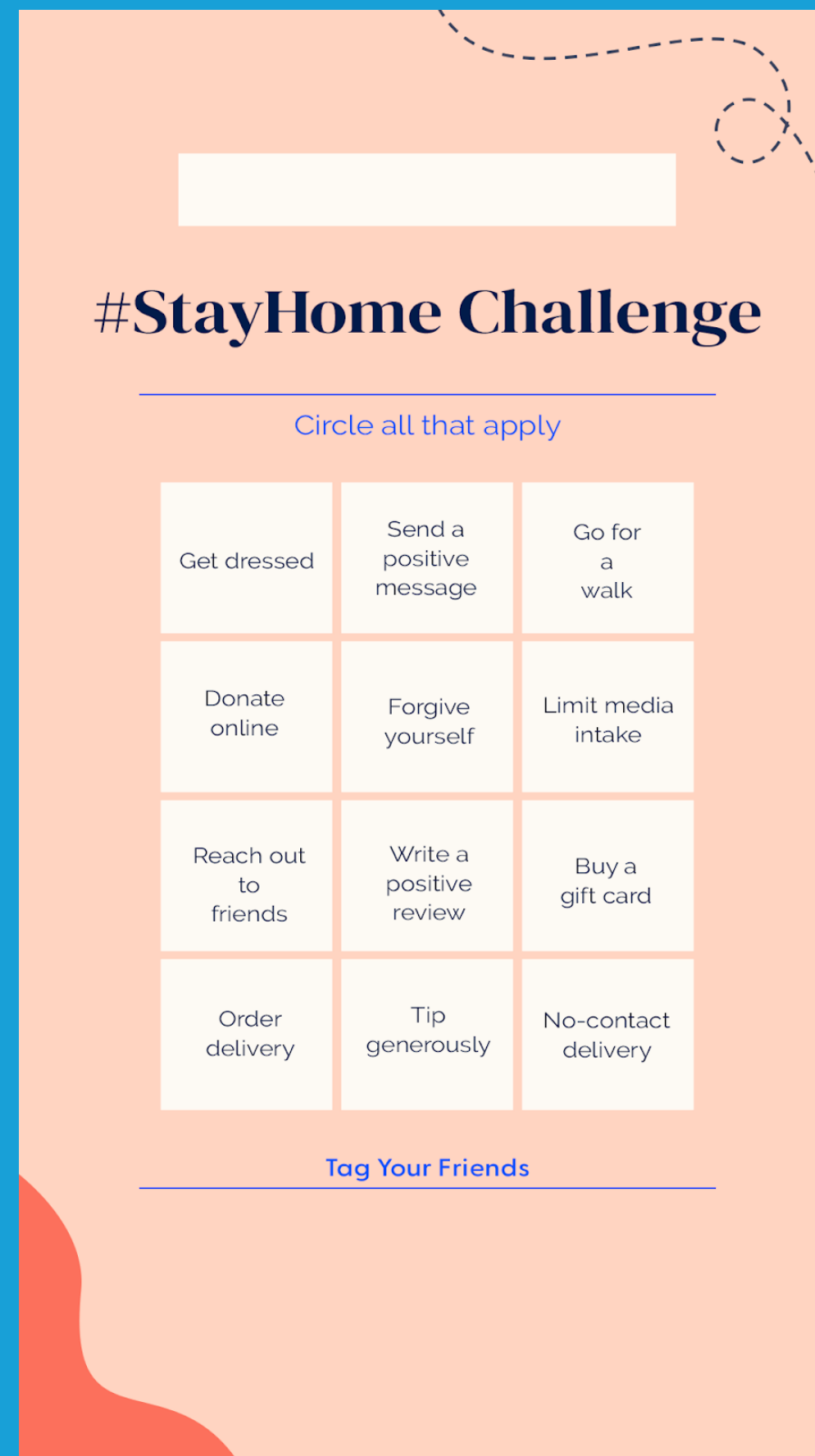
Instagram story templates

Here are a few simple templates for you to start off with — just fill in the blanks and post. Show off some of your signature items and the reviews they've been getting. Ask your fans how they're supporting local — or just compare some of your most exciting products.



Instagram story templates cont.

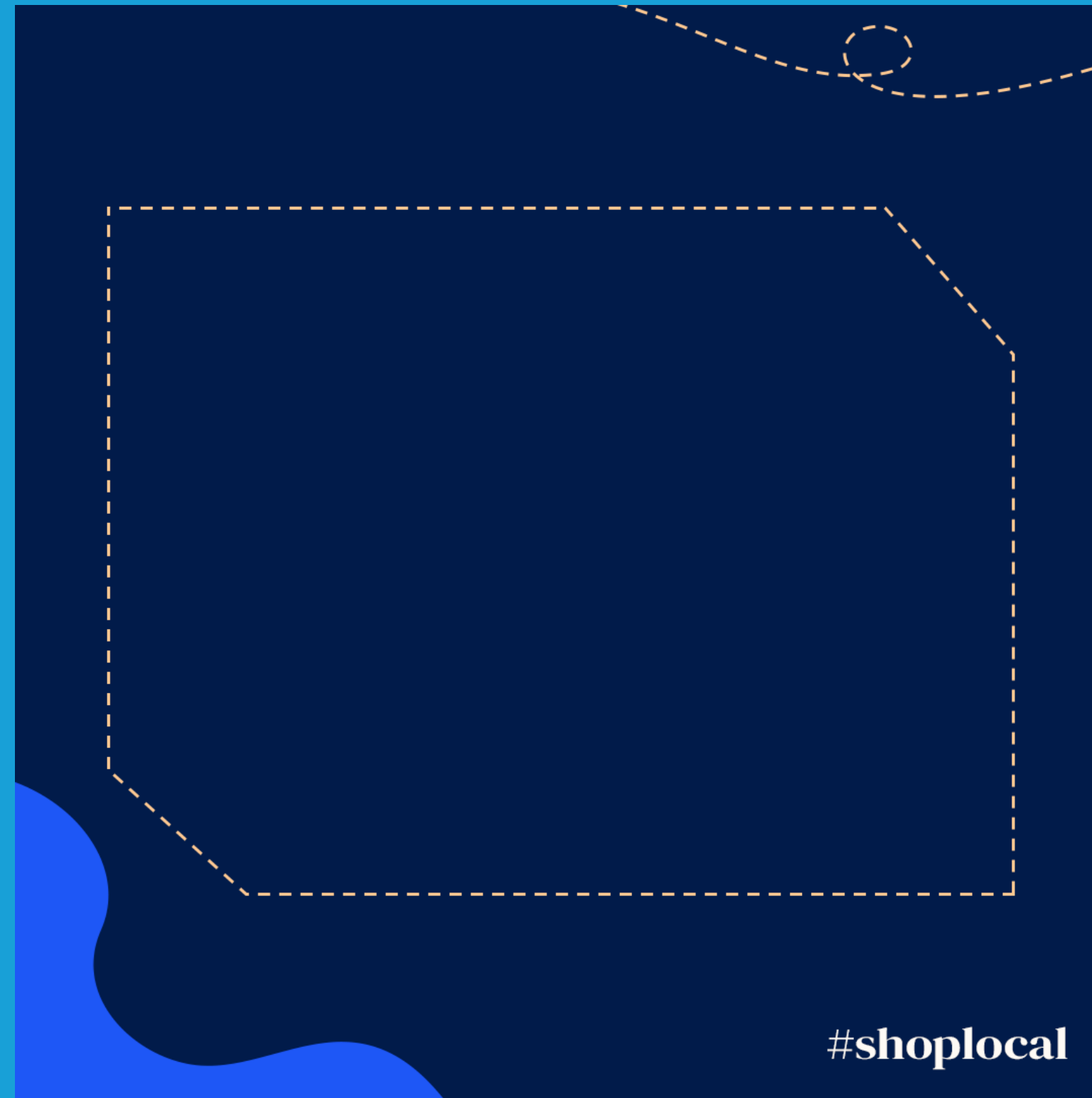
Instagram Stories templates let you interact with your followers in the moment. Post these templates in your Instagram Stories as a way to entertain their fans, build community and engage with a wider audience.



Social in-feed templates

If you can't create a lot of content now, look to these templates as a way to add value to your social feeds. Drop your own photos or quotes on top of these templates for a high-value, low-effort social post.

Here is a [step-by-step guide](#) on how to add effects and photos to these templates by using just your Facebook mobile app.



Examples of how to use social templates



COVID-19 Considerations

Message about any new changes to your business.

Will you be shifting to delivery and pick-up only??
Will you be closing your store but still paying your employees? Will you be offering online ordering when you previously didn't?

Encourage unity and be empathetic.

Shift your thinking from support for customers rather than sales.
Understand that this is an uncharted time for all and we can get through it better together.

Be respectful.

Tread lightly with content, knowing when to stay silent and when to post.

Once Upon a Donut Shop

CONTENT PILLARS

Your Food Baby

As a company dedicated to personalization, this pillar is a highlight reel of all the special donuts the business has made!

This comes to life through

- Instagram in-feed posts
- Facebook albums

The Making Of

This is a behind-the-scenes pillar that highlights the making of the donuts and the personalities of people within the company.

This comes to life through

- Instagram Stories
- Facebook Live
- Instagram Live
- Facebook Video

All About You

Customers make the business what it is today! This pillar highlights customers and their favorite donuts, plus provides recipes and tips and tricks to help customers in their day-to-day.

This comes to life through

- Instagram Stories
- Instagram in-feed Posts
- Facebook Posts