

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 Four

Expanding Audiences

Having completed Parts 1-3, we have identified your audiences, the best platforms for your brands and have started to fill them with content!

Now it's time to really leverage the benefits of social media by showing your audience that they are not just customers, but part of a thriving community.

Step 6 - Foster community.

Step 7 - Reach new audiences with paid media.

6 Step Six

Foster community.

Whether it's your local community or an online social community coming together, building and strengthening connections with others may potentially be the most vital part of making it through this crisis. Fostering community through social can be done in three ways:

- Creatively
- Conversationally
- Tactically

How To | Creative Forecasting

Post In-Feed

Whether you're posting to one or three platforms, understand customers' current state and aim to create content that drives meaningful connections between businesses and customers.

Let customers help you, too - whether that be by buying gift cards, ordering delivery, etc.

User-Generated Content (UGC)

If your means of creating content are limited, look to UGC as a way to add value to your social feeds while building connections within your community.

Encourage customers to tag your business when posting for the potential to be shared on your page.

Stories

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".

How To | Conversational Fostering

Customer Service

Social is a place that more and more customers are turning for customer service.

Monitor posts for questions and respond in real time, when possible. Checking once a day is recommended!

Community Management

Community management is a way to build relationships with customers. Provide extra value to your customers by:

- Liking customer comments
- Asking additional questions
- Leveraging personalized and custom responses

Comments & Hashtags

While “engagement baiting” – or asking fans to like and comment – in captions is never recommended, leveraging calls-to-action is a great way to spark conversation.

Leveraging relevant hashtags

is a great way to make your content discoverable to

various communities.

How To | Tactical Fostering

Facebook Groups

Facebook Groups are a great way to find and embrace groups and communities. Not only can you join as a member to a community group (like Small Business Connections), but you can start your own group to give your business' advocates a place to chat and a place for your business to share news, updates and more.

Video Storytelling

Video is a strong way to showcase who your business is, what your business stands for and the stories your business wants to tell.

Use video to bring light to the personalities behind the business.

If you don't have budget or time for a video production, consider IG Stories or even Facebook or Instagram Live to give customers a behind-the-scenes look at what makes your business tick.

Partnerships

Partnering with creators, or even other businesses, can not only help your business, but can highlight your business as trustworthy.

Consider partnering with creators / influencers in your area.

Leverage partnerships with various apps that make business run smoother.

Highlight PR mentions or write-ups in your local newspaper on social.

COVID-19 Considerations

Customers still have wants and needs, and they're eager for information and engagement. How you create and engage socially with your communities can make a difference in how your business is perceived in the long term.

Create content that can be shared throughout communities.

Think about what content your customers have an affinity for - whether that be motivational quotes, IG Story Fill-In-The-Blanks, etc. - and share it across your various platforms to drive conversations and shares.

Foster well-being by utilizing positive messages and encouragement.

Rather than retreating, businesses can lead and play an active role in the recovery process.

Provide actionable messaging that delivers real relief.

Promote accommodations that provide assistance to customers as they're craving any help and leadership.

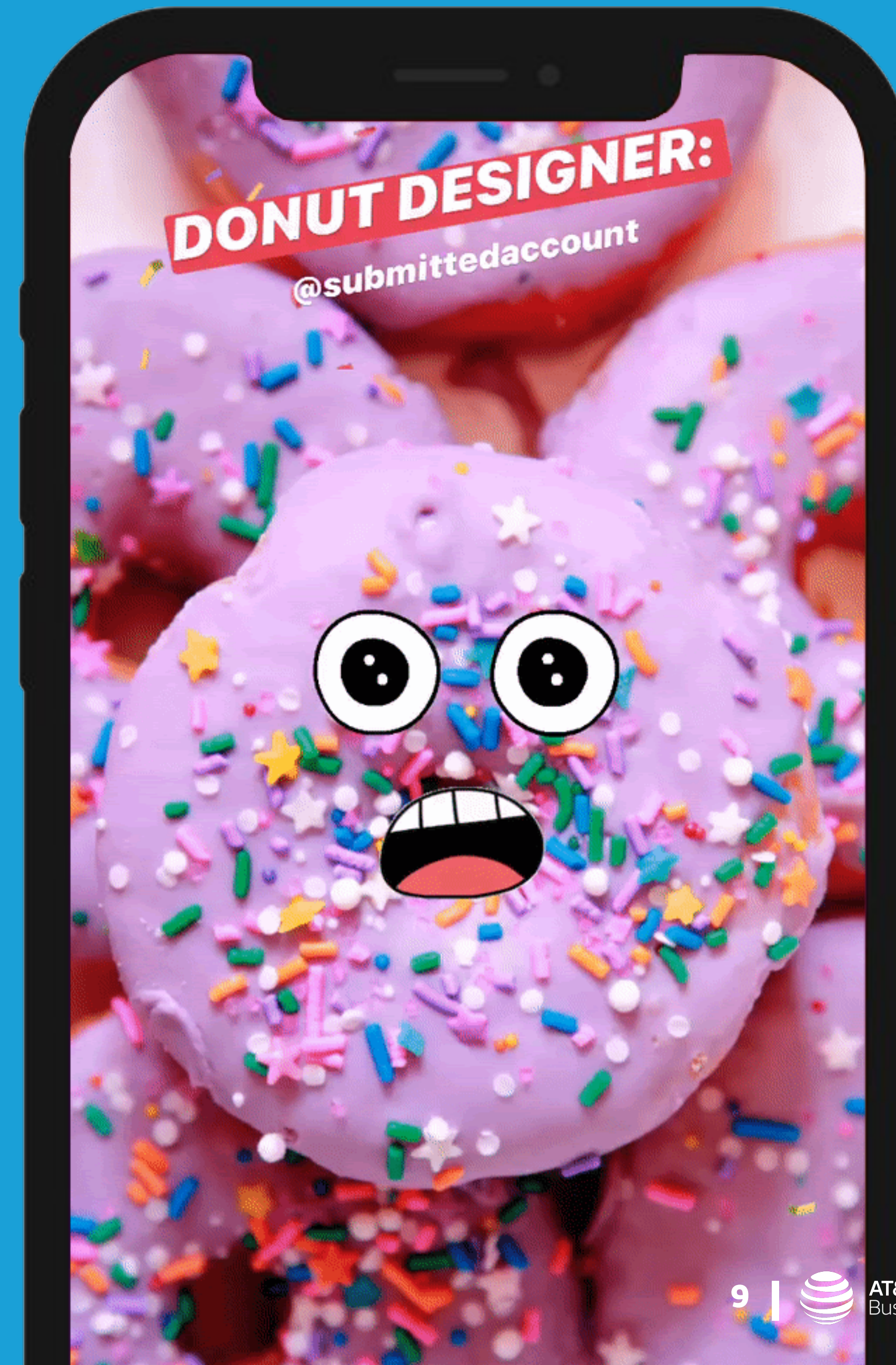
Lean into your business' inspirational community moments.

Communities are comforted when they see businesses contributing their offerings and capabilities toward recovery.

Once Upon a Donut Shop

COMMUNITY

Since Once Upon a Donut Shop has been using social media to give their Millennial parents donut-making activities to do at home, they asked their followers to submit photos making these fun and colorful character donuts on Instagram. Each week they highlight the photo submissions on Instagram Stories, thanking all their dedicated “Donut Designers” for lifting spirits through sprinkles and donuts and offering discounted deliveries to those loyal customers.



7 Step Seven

Reach new audiences with paid media.

As social media usage skyrockets across the world, so too does the opportunity to reach new customers using paid media, another way of saying social media advertising. Even with a limited budget, you can promote your posts or run paid media campaigns on key platforms like Facebook or Instagram (where boosting posts and seeing results may come more easily) to reach new customers while working towards your social media goals and objectives.



How To | Paid Media Evaluation

Do use paid media when:

1. You have a call to action for your customers – like “subscribe now for updates” or “donate here for our community”.

Key Platforms: Facebook, YouTube (but go where your audience is!)

2. You have a timely message – a flash sale, a limited number of something. This could be a new product launch or important update to your services.

Key Platforms: Facebook, Instagram, Twitter (but go where your audience is!)

3. You have differentiating products or services – when you fill a need no one else in your community can, promote it and create a lookalike/remarketing list for future use.

Key Platforms: Facebook, Instagram, YouTube, Twitter

(but go where your audience is!)

Rely on organic when:

1. You have evergreen content – consistently in-stock products or services, advice, POVs, etc.
2. You are consistently posting content – advertising is a supplement to regular posting, it gets people in the “door” but every post doesn’t need to be boosted.

The Benefits of Paid Media

Message Locally

Paid media targeting gives people and businesses the opportunity to target specific ages, genders, languages, interests, and more to communicate with customers at the state, city, and zip code level

Reach people on a deeper level.

The more people engage with social media, the more their profile develops, which means the ads they are served are more specific and tailored to their interests, behaviors, lifestyles, etc.

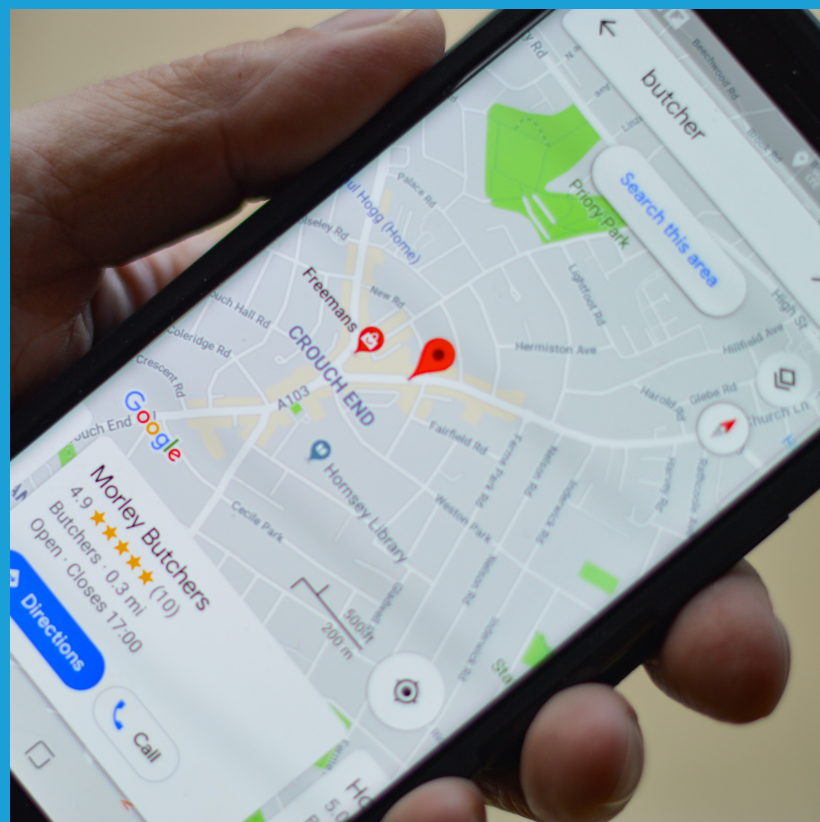
Get more exposure.

Platform algorithm updates have stifled organic reach, meaning paid is the best opportunity to grow your audience and continuously build your organic following

Data is extensive.

Social platforms track customer online activity via cookies and pixels, which give businesses better insights into customer behaviors and makes the users' ad experiences more enjoyable

Paid Targeting Tactics



Location

If you're a small business, this will be most helpful in finding customers within a state, region, city, or even by zip code



Gender

If your service or product is geared toward either males or females



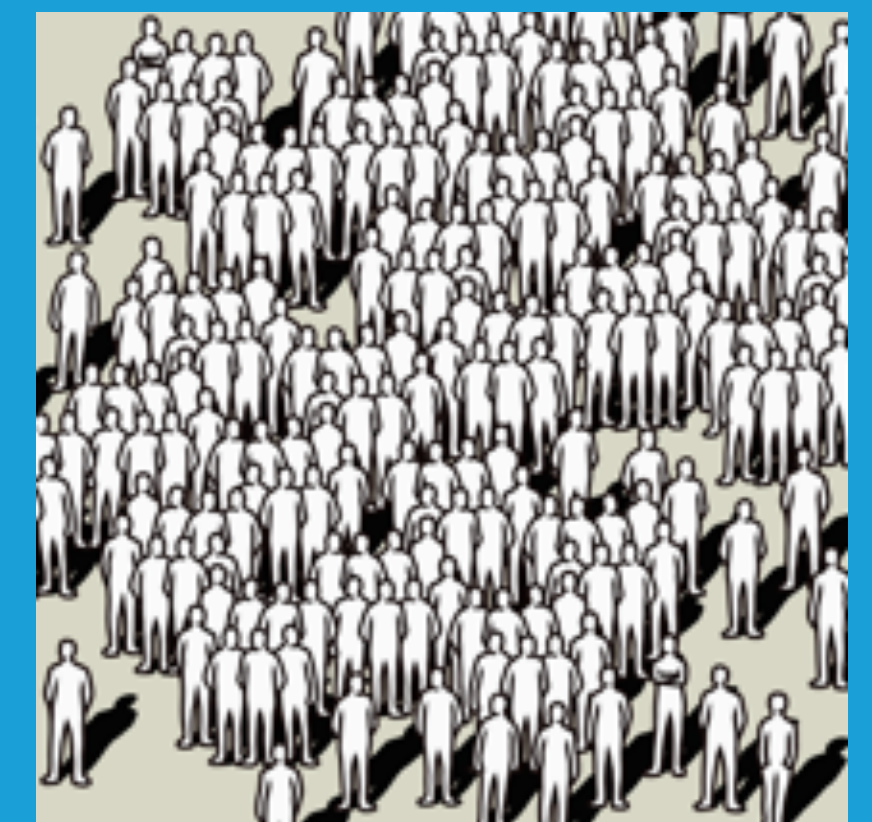
Age

Age ranges from 13-65+ on most platforms. On Facebook, for example, targeting 25-54 might be good for a fresh produce delivery service



Lookalikes

Let the platform help you find more potential customers by creating lookalike audiences based on engagement or current fans



Audience Sizes

Know that larger audiences will command more budget, so if you're building multiple audiences to test against try to keep them around the same size

Paid Messaging & Creative Tips

Design Mobile-First Creative

know your placement (where the ad is serving) and use vertical or square video

Less is More

avoid too much text; instead, use fields for headlines/body text. Keep your text short, clear and concise to get your message across

Use Calls to Action (CTA)

these buttons draw attention and encourage people to click

Pickup/Delivery

for storefronts that serve a local community, ads that showcase “Online ordering & easy pickup/delivery” can surprise someone who thought the business closed

Gift Cards/Free Shipping

alternatively, businesses that rely on e-commerce can communicate “different ways to continue supporting us” and run product ads against different target segments. Making consumers aware of things like free shipping or the availability of gift cards

COVID-19 Considerations

Pay attention to ad space opportunities.

Big businesses have been forced to pivot their social strategies and need time to produce new creative. This frees up ad space which could mean lower media costs and an easier environment for businesses to reach their intended audience.

Anticipate that some consumers have less tolerance for ads right now.

While there may be more ad space on the market, 78% of millennials have less tolerance for ads right now. It's important to stay agile and adjust messaging to be more sensitive, helpful and human.

Only promote relevant business offerings.

With most states under "stay home" orders, avoid promoting products or parts of your business that may be impacted (like movie ticket sales that requires in person screenings - or sales on manis/pedis that require physical contact).

Utilize keywords and interests.

If your business is able to provide value for consumers with specific needs at this time, use targeted keywords / interests to drive awareness, engagement and conversion. For example, for a paper start-up, paper towels would be a popular keyword at the moment.