

Social Media Strategies for Start-ups & New Businesses



Tara Palacios, Director BizLaunch
Arlington Economic Development

You are Launching a new Business What is your Social Media Strategy?



www.namechk.com

What Social Media is for your business....



**NOT...what
you had for
breakfast
this morning
& every
morning.**

What Social Media is for your business....



NOT *that*
Water Cooler
conversation

What Social Media is for your business....



NOT
Ho
Hum...

A Great Social Media Campaign



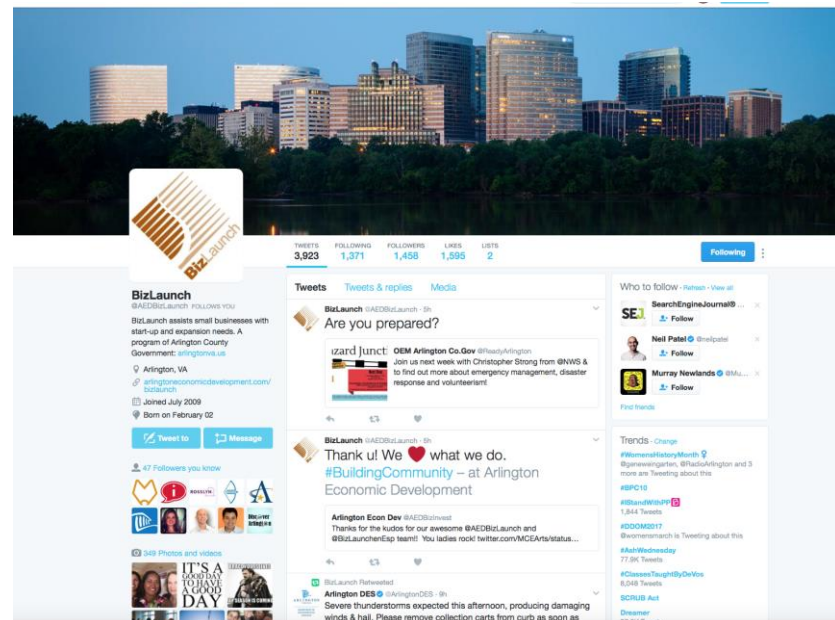
A Great Social Media Campaign

- **Timing**
- **Relevant Messaging**
- **Your Target Audience**

**Traditional marketing techniques apply
to great social media campaigns**

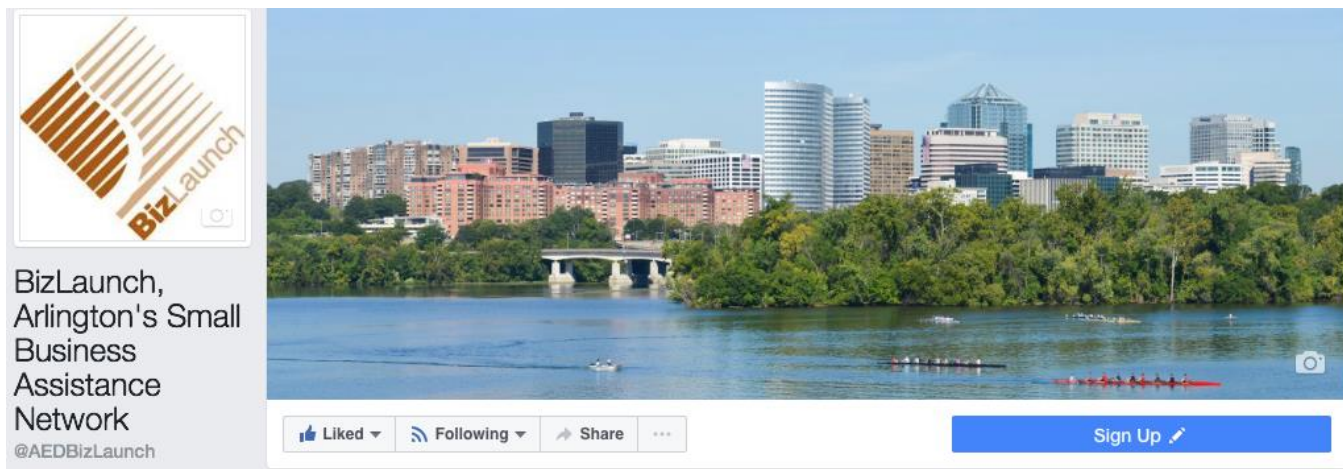
Set Measurable Social Media Goals

- Build Your Brand Awareness
- Gain New Customers
- Strengthen Customer Services
- Increase Engagement



Brand Your Social Media Profile Pages

- Logo & Tagline
- Imagery
- Company Description “About Us”
- Tone and Voice



Content vs Quantity

- Promotional
- Thought Leadership
- Active Engagement
- Frequently change content



Monitor Social Media Analytics



- Twittercounter (<http://twittercounter.com/>) provides statistics of Twitter usage and tracks over 14 million users.



- Tweetreach (<http://tweetreach.com/>) provides statistics on how many impressions a hashtag makes per 50 tweets



- Hootsuite (<http://hootsuite.com/>) allows users to post across multiple platforms, schedule messages, and monitor statistics.



- MentionMapp(<http://mansionmapp.com>) provides users with a comprehensive view of who you are reaching based on your mentions.

Competition is Good!

- Imitation is the best form of flattery!
- Check out influencers in your industry sector – get business intelligence
- Monitor: branding, popularity and frequency + timing of posts
- Frequently change content



GET
EXCITED
IT'S
COMPETITION
TIME

presents

SOCIAL MEDIA BEST PRACTICES

— WINTER 2017 —



KEY



LENGTH



STYLE



CTA



IMAGE



TIPS

Sourced from Bonfire Marketing





POSTS

The diagram illustrates the layout of a Facebook post. It features a profile picture placeholder (150x150), a name and cover photo area (150x100), and a main image placeholder (1200x630). To the right of the image, there are two callout boxes: one for text length (40-80 characters) and one for hashtags (No hashtags, except for visual emphasis). Below the image, there are three interaction icons: Like, Comment, and Share.

- **Ideal length:** 40-80 characters
- **Max length:** 120 characters, especially in the case of questions for 23% more engagement
 - 80 characters or less receive 66% higher engagement
- No hashtags, except for visual emphasis

1200x630

Like Comment Share

PAID ADS

Status text + headline + description

The diagram illustrates the layout of a Facebook paid ad. It features a profile picture placeholder (150x150), a name and cover photo area (150x100), and a main image placeholder (1200x628). To the right of the image, there are two callout boxes: one for text length (90-110 characters) and one for CTA (Include clear CTA). Below the image, there are three interaction icons: Like, Comment, and Share.

- **Status text length:** 90-110 characters
- **Headline length:** 25 characters
- **Ideal description length:** 30 characters
- **Max description length:** 200 characters
- Include clear CTA

1200x628

Like Comment Share



POSTS





2048X2048



- **Ideal length:** Headline less than 60 characters to keep it on one line
- **Max length:**
 - Average post length is 156 characters
 - Avoid "Read More" cutoff by keeping under 3 lines



- No hashtags, except for visual emphasis

+1



Add a comment...

+1

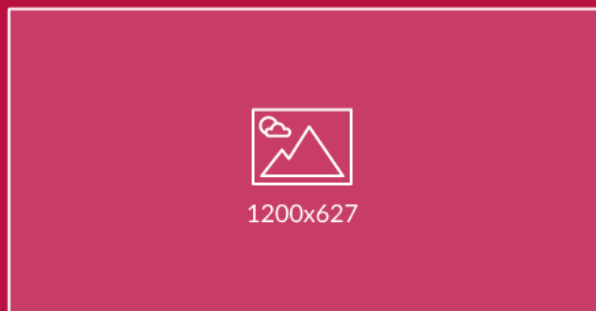


Add a comment...



POSTS





1200x627

Like • Comment • Share •



- **Ideal length:** 125 characters (recommend 75-125 for B2B and 100-125 for B2C)
- **Max length:** Similar to Facebook and Google+, around 125-150 characters; avoid cutoff across platforms by keeping under 128 characters



- No hashtags
- Using numbers has no positive or negative effect on clicks
- Avoid question marks; B2B receives 25% fewer clicks, B2C receives 45% fewer clicks
- Exclamation points result in 26% increase in clicks for B2B, and 27% increase in clicks for B2C

SPONSORED POSTS (ADS)

Status post update + link title + link description





1200x627
(Title safe: 1000x586)


Like • Comment • Share •








- **Ideal status length:** 128 characters to avoid cutoff across platforms
- **Ideal link title length:** 38 characters
- **Max link title length:** 46 characters
- **Ideal link description length:** 100 characters





TWEETS




1024x512








- **Ideal tweet length:** 71-100 characters without bitly; 120 characters with bitly
- **Max tweet length:** 140 characters
- Images, GIFs, videos, polls, and quote tweets no longer affect character count
- 1-2 hashtags
- @mention when beneficial (probability of retweet to large audience)
- Avoid question marks; B2B receives 39% fewer clicks, B2C receives 52% fewer clicks
- Avoid exclamation points; B2B receives 15% fewer clicks, B2C receives 8% fewer clicks
- Using a numeral increases clicks by 50% for B2B, but only 3.5% for B2C


WEB CARDS

Tweet + image + hyperlinked headline




800x320





- **Ideal headline length:** 35 characters (to keep optimized across platforms)
- **Max headline length:** 70 characters
- **Tweet length:** 116 characters



POSTS



1080x1080



- **Ideal caption length:** 100-125 characters to avoid cutoff in user's feed



- Keep branded hashtags in the caption
- If using many hashtags to boost visibility, do not include in caption; instead, add to a comment below
- 5-7 hashtags
- **Filter recommendations:**
 - Filters are easy to overdo. We recommend consistency and only minor alterations. Adjust the filter level between 10-20% to retain authenticity.
 - Refrain from using filters on selfies, people, art, and products for a realistic representation.
- **Bonfire favorite:** Hefe
- **Most popular:** Lo-Fi
- **Most engagement:** Valencia

ADS



1080x1080



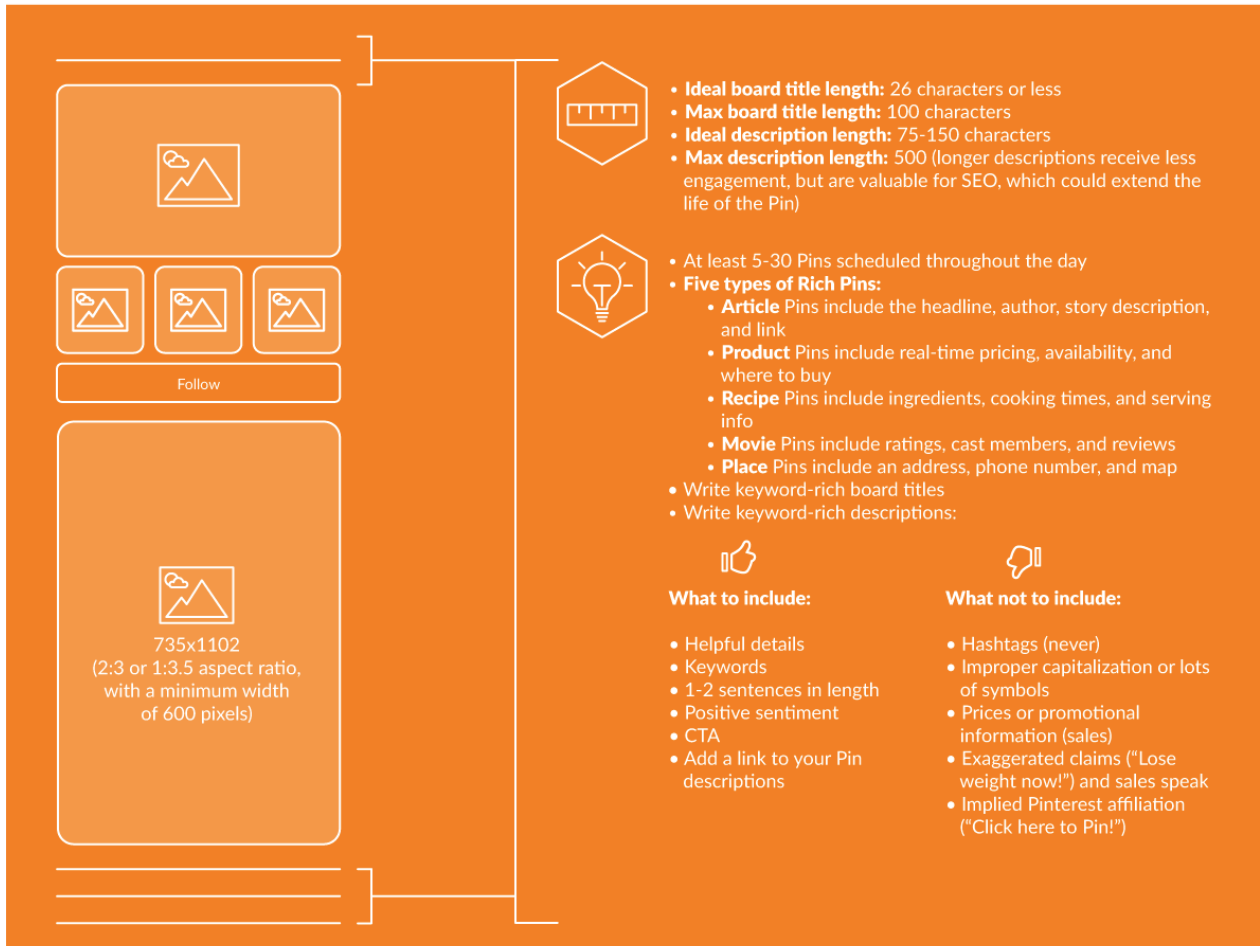
- **Ideal caption length:** 100-125 characters to avoid cutoff in user's feed
- **Max caption length:** 300 characters (including hashtags)



- Use a CTA button



PINS



PROMOTED PINS



RESOURCES

AdEspresso "20 Instagram Ads Best Practices That Will Make You an Outstanding Marketer" <http://bit.ly/1WEXkHe>
Brand Networks "Twitter Cards: A Marketer's Cheat Sheet" <http://bit.ly/1t9or0v>
Buffer "The Ideal Image Sizes for Your Social Media Posts: Guidelines for All 6 Major Social Networks" <http://bit.ly/1XEDXPw>
Buffer "We Tried All the Best Pinterest Marketing Tips. Here's What Worked." <http://bit.ly/1XaxB9s>
CMO Digital Forum "Character Counts in Paid Social Posts" <http://bit.ly/1TYKhQp>
Fast Company "The Proven Ideal Length of Every Tweet, Facebook Post, and Headline Online" <http://bit.ly/1YeEJ4l>
HubSpot "The Handy Character Count Guide for Blog Posts, Facebook Pages, and More" <http://bit.ly/217PQLn>
HubSpot "The Ultimate Cheat Sheet of Photo and Image Sizes on Facebook, Twitter, LinkedIn, and Other Social Networks [Infographic]" <http://bit.ly/1YeFB98>
LinkedIn "Advertising Specifications for Sponsored Content" <http://bit.ly/1OdpRRy>
Mainstreethost "2016 Social Media Image Size Cheat Sheet" <http://bit.ly/24zldOL>
Social Media Today "The Ultimate Instagram Cheat Sheet [Infographic]" <http://bit.ly/2hDQvrJ>
Sprout Social "Always Up-to-Date Guide to Social Media Image Sizes" <http://bit.ly/217PTH0>
Twitter for Business "Advertiser Card Specifications" <http://bit.ly/1t9kngR>

#ThinkBonfire

JUST DO IT.

- Work on a 3-month Strategy
- Decide which platforms are best
- Brand each with logo and taglines
- Update information frequently
- Interact with influencers and customers

The Best Practices: Locally

- Papatella (Food Business)
- JS and Associates (Government Contracting)
- ArINow (Blog)
- IntelligentEthos, Dana Taylor
- Reston Limo, Kristina Bouweiri

**Consistent, great customer service,
personalized voice & quality Followers & Likes**



PUPATELLA

@pupatellapizza

Home

About

Photos

Likes

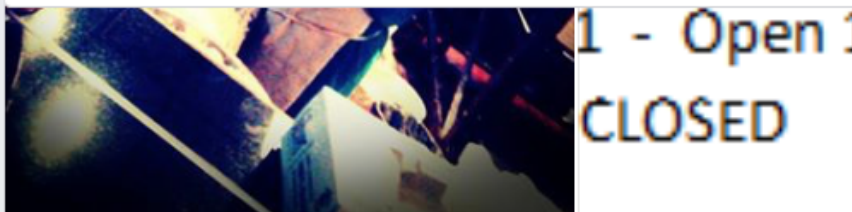
Reviews

Events

Posts

Create a Page

Liked ▾
 Following ▾
 Share



See All

Reviews

4.7 ★★★★★ 411 Reviews

People talk about very friendly staff, napoli style pizza and amazing gelato



Tell people what you think



Mike Sombati

★★★★★ · February 4, 2017

The best authentic Neapolitan pizza and food in all the DMV. Love this place! The food, the people and the service are amazing!!! Can't get enough of it!!



Maziar Zarnegar

★★★★★ · November 23, 2016

Delicious, different, exciting, and nice fresh ambiance. A corner gem. The pizza dough is delicious, the toppings are vast. Nice place for a quick bite or family dinning. Very friendly staff. Priced very reasonably. A must try!!!

See All

Posts



PUPATELLA added 3 new photos.

5 hrs · 🌐

It's March but since its been so warm, #Gelato has been on the mind.

Here's a new flavor for our loyal fans. Whiskey Bacon Toffee. oh yeah

Call Now

Message

📍 5104 Wilson Blvd
Arlington, VA 22205

📞 (571) 312-7230

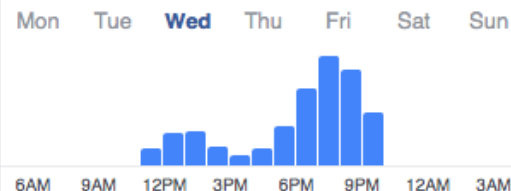
💬 Typically replies within an hour
Message Now

🌐 pupatella.com/

🍕 Pizza Place · Italian Restaurant

🕒 Hours 11:30AM - 10:00PM
Open Now

📊 Popular hours



Visitor Posts



Stephen Rentner

October 30, 2016 at 5:31pm 🌐

💬 We hope there will be a pre-Thanksgiving wine tasting event again this year.

1 Like 1 Comment

[Like](#) · [Comment](#)



Limin Liu

October 22, 2016 at 4:52am 🌐

📧 Dear Sir/Madam: Good day! I am Limin Liu from Weihai Aisha Packing G... [See More](#)

[Like](#) · [Comment](#)



Pupatella Pizza

@PupatellaPizza

Neapolitan Pizzeria & Friggitoria

📍 Ballston, Arlington, VA

🌐 pupatella.com

📅 Joined October 2009

📧 Tweet to Pupatella Pizza

👤 5 Followers you know



📷 46 Photos and videos



TWEETS
567

FOLLOWING
991

FOLLOWERS
1,509

LIKES
467

👤 Follow

Tweets

Tweets & replies

Media



Pupatella Pizza @PupatellaPizza · 3h

Here's a [#gelato](#) you don't have to share with your children...Whiskey Pecan Toffee...Yup you heard us right! [#DC](#) [#ArlingtonVA](#) [#Pupatella](#)



Who to follow · Refresh · View all



Washingtonian @washi... ✕

👤 Follow



Metro @wmata ✕

👤 Follow



Rand Fishkin @randfish ✕

👤 Follow

Find friends

Trends · Change

[#WomensHistoryMonth](#) ♀

@geneweingarten, @RadioArlington and 3 more are Tweeting about this

[#IStandWithPP](#) 🇺🇸

1,755 Tweets

[#AshWednesday](#)

75.7K Tweets

[Dreamer](#)

25.9K Tweets

[#ClassesTaughtByDeVos](#)

6,318 Tweets

[#DDOM2017](#)

@womensmarch is Tweeting about this

[#WellnessWed](#)

[#NationalPigDay](#)



PUPATELLA added 7 new photos.

February 9 at 11:48am · 🌐

I can't think of a better place to spend #NationalPizzaDay than here at Pupatella...



👍 Like 💬 Comment ➦ Share

👍❤️😮 104

Chronological ▾

1 share

2 Comments



Rory O Connor I've been everywhere, different states, different countries... I always come back to you guys.

Like · Reply · 🗨️ 1 · February 9 at 4:57pm



Lisa Feinberg I wish!

Like · Reply · 🗨️ 1 · February 9 at 5:11pm



Write a comment...



PUPATELLA added 3 new photos.

6 hrs · 🌐

It's March but since its been so warm, #Gelato has been on the mind. Here's a new flavor for our loyal fans...Whiskey Pecan Toffee - oh yeah, we did it! Get it fast while this batch lasts!



👍 Like 💬 Comment ➦ Share

👍 8



Write a comment...





Schaus & Associates

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148 followers

About us

ABOUT...

- ✓ 20+ Yrs of Biz Dev/Sales - COMML & GOVT Sector
- ✓ 5,000+ Newsletter Subscribers
- ✓ 200+ Average # Attendees @ our Events
- ✓ Featured in Major National Media Outlets
- ✓ 65+ LinkedIn Professional Recommendations
- ✓ Deep Bench of GOVT Partners

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Recent update



Doing Business with DoD & The
Intel Community - NOV 28 -
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489 updates • 148 followers



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4mo

Doing Business with DoD & The Intel Community - NOV 28 - Don't miss this event

Schaus & Associates

1d

[Con](#)

trends in federal IT: <https://lnkd.in/dHz93hp>



Key trends in federal IT - FederalNewsRad
governmentagggregator.com

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[Con](#)

's the difference between proposal recipes and proposal templat
://lnkd.in/dwnT2cW



What's the difference between proposal re
proposal templates?
governmentagggregator.com

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[Con](#)

PROPOSAL MANAGEMENT SERVICES: <https://lnkd.in/dz3MGhi>



PROPOSAL MANAGEMENT SERVICES
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Schaus & Associates

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[Con](#)

for effective proposal writing in the digital age: <https://lnkd.in/d>



4 tips for effective proposal writing in the
age | Lohfeld
governmentagggregator.com

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J Schaus #govcon DC

@jschaus

#FEDGov Sales, #GSASched #GovCon
#SmallBiz #Veterans Wash DC
JenniferSchaus.com

Washington, DC

JenniferSchaus.com

Joined February 2009

[Tweet to J Schaus #govcon...](#)

3 Followers you know



303 Photos and videos



TWEETS
10.1K

FOLLOWING
2,493

FOLLOWERS
1,754

LIKES
5,409

LISTS
1

[Follow](#)

Tweets Tweets & replies Media



J Schaus #govcon DC @jschaus · 6h

#GovCon

CAPTURE MANAGEMENT SERVICES

lnkd.in/dhnWWgS



J Schaus #govcon DC @jschaus · 6h

#GovCon

David Berteau: What the hiring freeze means for contractors.



David Berteau: What the hiring freeze means for contractors - Federa...

When President Donald Trump issued his executive order freezing federal hiring, it contained a clause against using contractors to make up for it. ...
[governmentagggregator.com](https://www.governmentagggregator.com)



J Schaus #govcon DC Retweeted



lyndondacuan @lyndondacuan · Feb 27

RT @Oregon9095 - @Onvia report identifies government spending areas of priority - Read more via [@govtechnews bit.ly/2IOQ0KB](https://govtechnews.bit.ly/2IOQ0KB) #B2G



Cathy Anderson @Oregon9095

Onvia examined bid & RFP data across federal, state &

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Jeffrey Hayzlett @Jeffre... x

[Follow](#)



Neil Patel @neilpatel x

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WordStream @WordStr... x

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Trends · Change

#WomensHistoryMonth ♀

@geneweingarten, @RadioArlington and 3 more are Tweeting about this

#IStandWithPP 🇺🇸

1,776 Tweets

#AshWednesday

75.9K Tweets

#ClassesTaughtByDeVos

6,707 Tweets

#DDOM2017

@womensmarch is Tweeting about this

#WellnessWed

#BPC10

#NationalPigDay

15.7K Tweets

SCRUB Act

#DCStatehood

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Columns

STARTUP MONDAY

THE CHEW

LEGAL INSIDER

ASK ELI

PET OF THE WEEK

JUST REDUCED

RENTAL TRENDS

HEALTHY PAWS

READY ARLINGTON

JUST LISTED

WWBG

RETHINK ENERGY

UPDATED: Wind Advisory Issued for Arlington

WEATHER

by ARLnow.com — March 1, 2017 at 5:45 pm


9 Comments

Update at 5:45 p.m. — A Wind Advisory has been issued for Arlington and the region. From the National Weather Service:

... WIND ADVISORY IN EFFECT FROM 10 PM THIS EVENING TO 10 AM EST THURSDAY... THE NATIONAL WEATHER SERVICE IN BALTIMORE MD/WASHINGTON HAS ISSUED A WIND ADVISORY, WHICH IS IN EFFECT FROM 10 PM THIS EVENING TO 10 AM EST THURSDAY. * TIMING... LATE THIS EVENING THROUGH MID-MORNING THURSDAY. * WINDS... WEST TO NORTHWEST 20 TO 30 MPH WITH GUSTS AROUND 50 TO 55 MPH. * IMPACTS... STRONG WINDS MAY BLOW DOWN LIMBS, TREES, AND POWER LINES. SCATTERED POWER OUTAGES ARE POSSIBLE. PRECAUTIONARY/PREPAREDNESS ACTIONS... A WIND ADVISORY MEANS THAT WIND GUSTS OF 50 TO 55 MPH ARE EXPECTED. WINDS THIS STRONG CAN MAKE DRIVING DIFFICULT, ESPECIALLY FOR HIGH PROFILE VEHICLES. &&

[\(more...\)](#)

STORM, WATCH



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Dunkin' Donuts Mulling Clarendon Location

AROUND TOWN

by ARLnow.com — March 1, 2017 at 5:20 pm

3 Comments

Connect



CLARENDON COWORKING & SHARED OFFICE SPACE

RENT MONTHLY • FURNISHED • AMENITIES
MOVE-IN READY • NETWORKING



BOOK A TOUR NOW & SAVE
50% ON WORKSPACE!

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Buyers: 3/2 from 6-8pm

Sellers: 3/4 from 11-1pm



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Washington, DC 20008
1 Bed 1.5 Bath

\$589,000

FOR SALE

Contact:
John Eric
703-798-0097
john@johneric.com

 **COMPASS**

Each student's path is different.

fusion



Dunkin' Donuts Mulling Clarendon Location

AROUND TOWN

by [ARLnow.com](#) – March 1, 2017 at 5:20 pm

3 Comments



Pete's New Haven Apizza is preparing to [downsize its space](#) in Clarendon, and Dunkin' Donuts is considering filling it.

Multiple sources tell [ARLnow.com](#) that Dunkin' reps have taken a close look at the space at the corner of Clarendon Blvd and N. Garfield Street. A [leasing chart](#) for the building, however, still lists the space as unfilled.

There are existing Dunkin' Donuts locations in [Ballston](#) and [Courthouse](#) but not in Clarendon.

Permits have been issued to alter the existing Pete's dining room and kitchen, reducing the overall size of the restaurant. Co-owner Joel Mehr says the pizzeria remain open during the process.

"We plan to stay open during construction," he said. "We may have to close for a lunch here and there."



Arlington News

@ARLnowDOTcom

News, views and things to do in
Arlington, Virginia.

📍 Arlington, VA

🌐 arlnow.com

📅 Joined January 2010

📧 Tweet to Arlington News

👤 38 Followers you know



📷 2,640 Photos and videos



TWEETS
22.8K

FOLLOWING
495

FOLLOWERS
37.6K

LIKES
677

LISTS
1

Following

Tweets

Tweets & replies

Media



Arlington News @ARLnowDOTcom · 33m

Dunkin' Donuts is considering opening a
location in Clarendon

arlnow.com/2017/03/01/dun...



👤 1 🔄 3 ❤️ 6

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Español and others

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Washingtonian @washi...

👤 Follow



washingtondc @washin...

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Trends · Change

#WomensHistoryMonth ♀

@geneweingarten, @RadioArlington and 3
more are Tweeting about this

#IStandWithPP

1,784 Tweets

#BPC10

#AshWednesday

76.5K Tweets

#ClassesTaughtByDeVos

7,058 Tweets

**belliesbabies1913**

Follow



...

727 posts

456 followers

46 following

Bellies & Babies Bellies & Babies is an upscale consignment boutique specializing in maternity & children's clothing located in the heart of Del Ray, Alexandria.
www.belliesbabies.com





belliesbabies1913
Bellies & Bables Con...

Follow

palaciostara, heathle.mo, glima77, lizkubba, landfallcollective, vintageamor, pamrstevens, bootsnstilletos and easymomandbaby like this

6h

belliesbabies1913 Treat her with these adorable #miniboden appliqué tees! All size 6-7 \$12.50 each!

chrissy_marquez I will take the bike & camper! I have a consigner account with credit in it, can I pick up tomorrow afternoon?

belliesbabies1913 @chrissy_marquez you have enough to cover! And yes! Thank you!

belliesbabies1913 Dog on bike SOLD!

belliesbabies1913 Camper SOLD!

cpkeplinger When are summer drop offs?

belliesbabies1913 @cpkeplinger from march 1-14 and April 1-14!

msanders616 I'll take the bird! Calling with



Add a comment...

...



Follow board

StayArlington

101 Pins
192 Followers

Stay, shop, dine and play in Arlington, VA!



snowy day at Gulf
Anch Nature Center
by examiner.com
Saved from
examiner.com



Winter outdoors in
Arlington, Virginia
by examiner.com
Saved from
examiner.com



Finally made it to the
office! Hello from
by twitter.com
Saved from
twitter.com



Sweeping Capital
Views, Iconic History
and a Growing...
by stayarlington.com
Saved from
stayarlington.com



Ballston, Arlington's
epicenter for discovery,
brings a...
by arlingtoncounty
Saved from
youtube.com



Bright and vibrant
Crystal City. Arlington's
largest...
by arlingtoncounty
Saved from
youtube.com



Arlington: Crystal
City
by arlingtoncounty
Saved from
youtube.com



Urban Village Spotlight:
Columbia Pike
by stayarlington.com
Saved from
stayarlington.com



Urban Village Spotlight:
Courthouse
by stayarlington.com
Saved from
stayarlington.com



Beat the Summer Heat
in Arlington
by stayarlington.com
Saved from
stayarlington.com



Arlington's Off-the-
Beaten-Path
Neighborhoods
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Saved from
stayarlington.com



Find a One-of-a-Kind
Meeting Space in
Arlington
by stayarlington.com
Saved from
stayarlington.com



How video about the
Matt Regency Crystal
City!
by imoto.com
Saved from
imoto.com



Enjoy our double guest
room.
by yourdchotels.com
Saved from
yourdchotels.com



Lobby Bar
by radisson.com
Saved from
radisson.com



Renaissance Arlington
Capital View Hotel -
by stayarlington.com
Saved from
stayarlington.com



Plan a Holiday
Getaway in Arlington
by stayarlington.com
Saved from
stayarlington.com



Crystal City Park,
Arlington Virginia
by StayArlington
Saved by
StayArlington





Whole Foods Market, Arlington, VA

40 Followers 17 Following
www.wholefoodsm...



Follow

Boards Pins

le Kids Found...

Follow

Fall

42 Pins

Follow

Fall Tablescape

19 Pins

Follow

Trick or Treat!

19 Pins

Follow

Thanksgiving

21 Pins

Follow

Ideas for Kids

23 Pins

Follow

Cocktail Time

25 Pins

Follow

Breakfast

Follow

Dinner Ideas

22 Pins

Follow

Winter

2 Pins

Follow

Sweets

12 Pins

Follow

Cakes

12 Pins

Follow

Seafood

2 Pins

Follow

Tablescapes

4 Pins

Follow

Eat Clean

5 Pins

Follow

Kitchen

9 Pins

Follow

Green Living

4 Pins

Follow

Lunch Hour

2 Pins

Follow

Gluten Free

2 Pins

Follow

Snacks

1 Pins

Follow

The Take-a-ways

- Use social media daily (5-10 minutes)
- Use Your Voice (or voice of business)
- Be Consistent
- Ensure customers go back to your Web site for more
- Quality versus quantity
- Do it & do it well (Have a strategy in place...proactive versus reactive)
- Be responsive to your customers





Thank You!

Wouldn't be a
Social Media Webinar if we didn't
ask you to follow us!!
@aedbizlaunch

Q & A Session ??????

