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CHAMBER OF COMMERCE



City of
Mountain View



Social Media Toolkit

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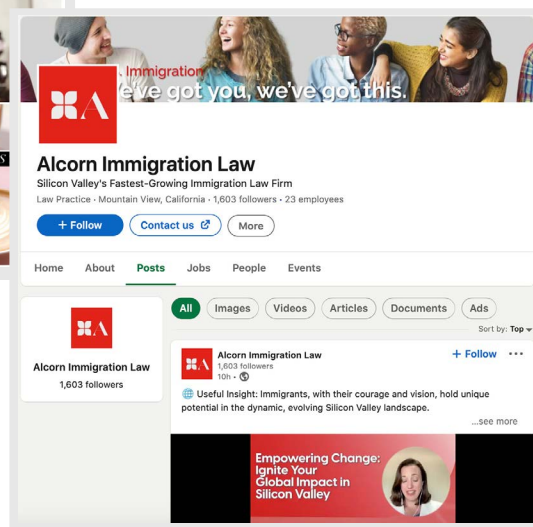
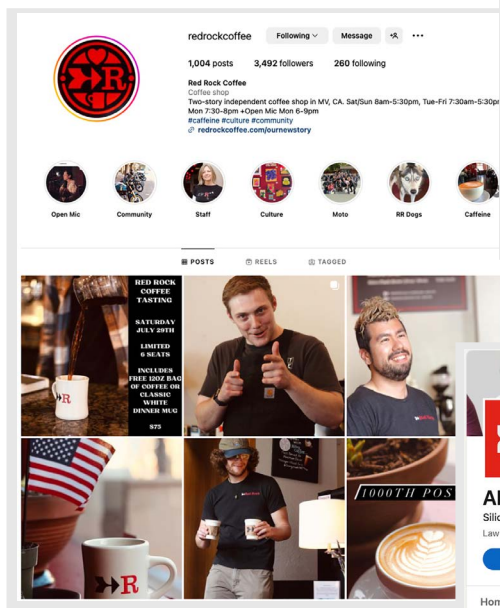


Social Media Toolkit



Enhancing the visibility of businesses within the community.

–Mountain View Chamber of Commerce





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to make Mountain
View the best place
to live, work, and
play.

-City of Mountain
View



Social Media Toolkit



INTRODUCTION

Welcome to the Small Business Social Media Toolkit!

The importance of social media participation for small businesses cannot be overstated. With billions of people actively using social media platforms, these digital spaces have evolved into bustling marketplaces teeming with potential customers, influencers, and business opportunities. By actively participating in the social media landscape, you open up a world of possibilities to connect with your audience, build brand awareness, and establish your business as a trusted authority in your industry.

This toolkit is designed to guide you through the process of creating a strong social media presence from scratch. We will explore the key platforms where your business should have a presence, demystify the art of crafting engaging content, and provide you with valuable tips and strategies to maximize your impact on social media. The reality is an active presence on social media is essential to survive. An online presence is how prospective customers locate you, social media is what entices them to visit. And for you, this is the most efficient and cost effective way to market your business.

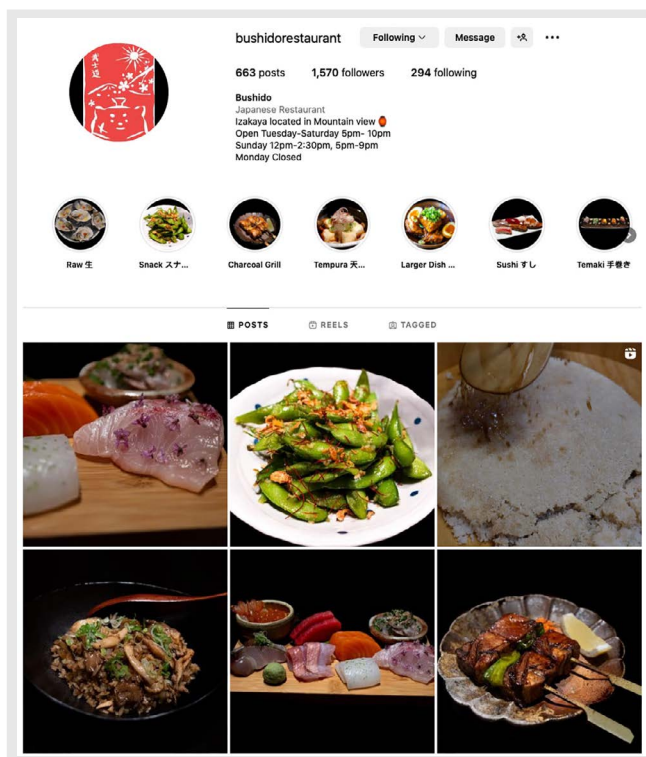
By following our recommendations and putting them into practice, you will be well on your way to leveraging social media as a valuable asset for your business. Remember, success on social media is not solely measured by the number of followers or likes you accumulate. It is about forging authentic connections, fostering engagement, and delivering value to your audience.

LET'S GET STARTED

Social Media

Think of social media as a dynamic billboard to your business. People far and wide can view your message. Rather than one way communication, like most advertising, it's two way - which leads to a stronger relationship with your customers. With social media you can:

- Have a conversation with your customers
- Encourage customers to share their stories
- Promptly promote offers for your products or services
- Share relevant news to keep everyone up to date.



Bushido Restaurant Instagram Page

Benefits of social media

Reach and Targeted Advertising

Tap into the billions of active users, and reach users who align with your target customer. Social media advertising tools allow you to create highly targeted campaigns based on demographics, interests, and behaviors, ensuring that your message reaches the right people at the right time.

Brand Awareness and Visibility

Social media offers a powerful platform to raise awareness about your small business and increase its visibility.

Customer Loyalty

Social media enables direct and meaningful engagement with your audience. By actively participating in conversations, responding to comments, and addressing customer queries or concerns, you can build rapport and strengthen customer relationships.



IMPORTANT CONSIDERATIONS



Set Realistic Goals

- Raise awareness
- Increase in-store traffic
- Drive sales



Define Your Target Market

- Identify your target customer
- Understand their pain points



Select The Right Platform

- Pick the platform where your target customers are most active



Create Valuable Content

- Create content that is interesting and has value
- Educational, entertaining, promotional



Use Automation Tools

- Save time by using automation tools to schedule posts
- Gain valuable insights



Review Analytics

- Use insights to understand how well your posts are performing along with their reach

Benefits of social media (continued)

Market Insights and Feedback

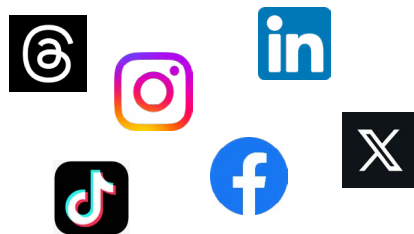
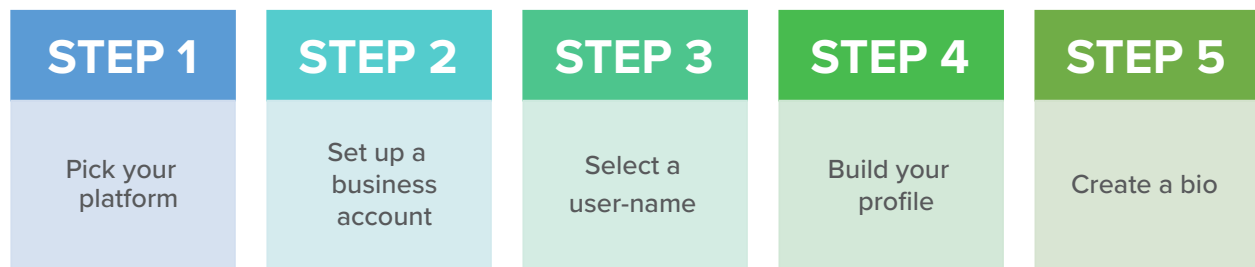
Social media platforms offer valuable insights into consumer behavior, preferences, and trends. By monitoring discussions and analyzing engagement metrics, you can gain a deeper understanding of your target customer and refine your strategies accordingly. Social media also serves as a feedback channel, allowing you to gather customer opinions, suggestions, and feedback, which can inform business improvements, enhancing the customer experience.



HOW-TO Select Your Social Media Platforms

Beginning with Social Media Platforms, here are actionable steps to help you get started. By following the recommendations and putting them into practice, you will be well on your way to leveraging social media as a valuable asset for your business. Remember, success on social media is not solely measured by the number of followers or likes you accumulate. It is about forging authentic connections, fostering engagement, and delivering value to your audience. The best way to help ensure success is to know your target customers, as that will determine which platform you select. Information about customer preference for each platform can be found on page 10.

Select and set up your social media accounts



Tips

Use your business name as your user name to make it easier for customers to find you. Upload your logo, use your storefront as your header, and get creative with your bio.



HOW-TO Create a Social Media Post

STEP 1	Write Content
STEP 2	Include a Call-to-Action
STEP 3	Add Hashtags
STEP 4	Select an Image
STEP 5	Post

Keys to a Successful Post

- 1. Always include a call-to-action in your post.** A call-to-action is what you want the customer to do - write a story, tell a friend, take advantage of a sale, etc.
- 2. Add two or three hashtags** that are common for your business to ensure you will be included in the results upon search. Learn more about hashtags on Page 20 - in the yellow box.
- 3. Post consistently.** Your followers will come to rely on seeing your posts - they will look for your new content. It takes time to build an audience.
- 4. Monitor your posts** and the comments/feedback that you receive. Thank those that offer praise. And for those that are negative, always respond with an empathetic note.
- 5. Review your analytics.** Not only will you see the direct responses to your posts, but you will see what posts are more popular than others.

Here are a few examples of what to post by business type:

Restaurants

- Photos of your most popular dishes
- Specials of the week
- Share a recipe/cooking tutorial
- Go behind the scenes
- Photos and video of special events

Boutique/Market

- Weekly specials
- Highlight special items
- Have instore events/offer tastings
- Promote your loyalty program
- Tour of your stores

Service

- Share customer reviews/testimonials
- Regular tips
- Offers/specials
- How to's
- Highlight the skills of your employees



HOW-TO Write Content and Capture Images

Most customers will be attracted to photos and videos, not just text. Each platform has different sizing requirements for your photos and videos (in terms of length). It is important to follow the requirements for your post to display and run correctly. Doing so helps make a professional impression on your customers or future customers.

Pick the right photos and videos

Make sure your visuals are professional and high-quality. With the availability of high resolution cameras that are a part of cell phones, this is something that can be accomplished fairly quickly and with ease. And, ensuring your photo is sized correctly for the social media platform you are using is critical. When doing so, the result is a photo that is displayed clearly, is not pixelated (blurry) or has that awkward image stretching. Also, any copy you include within the image ensures the viewer sees all the information. The guide to image sizes for the top social media sites can be found on the next page.

Keep the look and feel consistent for all posts

Take into consideration a style or look that you want with all of your photos. You may choose to frame each photo, or add copy overlaid on the photo. If you are posting elements other than simply a photo, take a look at using a tool, such as [Canva](https://www.canva.com) to help you with creating and providing consistency of look within each posting.

Prepare the content for your post

Write your caption or more lengthy copy in a clear and concise manner. Depending upon the personality of your establishment, you may want to use a more conversational tone perhaps with humor, for others, a more professional tone will be most appropriate. Make sure to include key details, particularly if you are providing a limited-time offer - and always include a call-to-action.

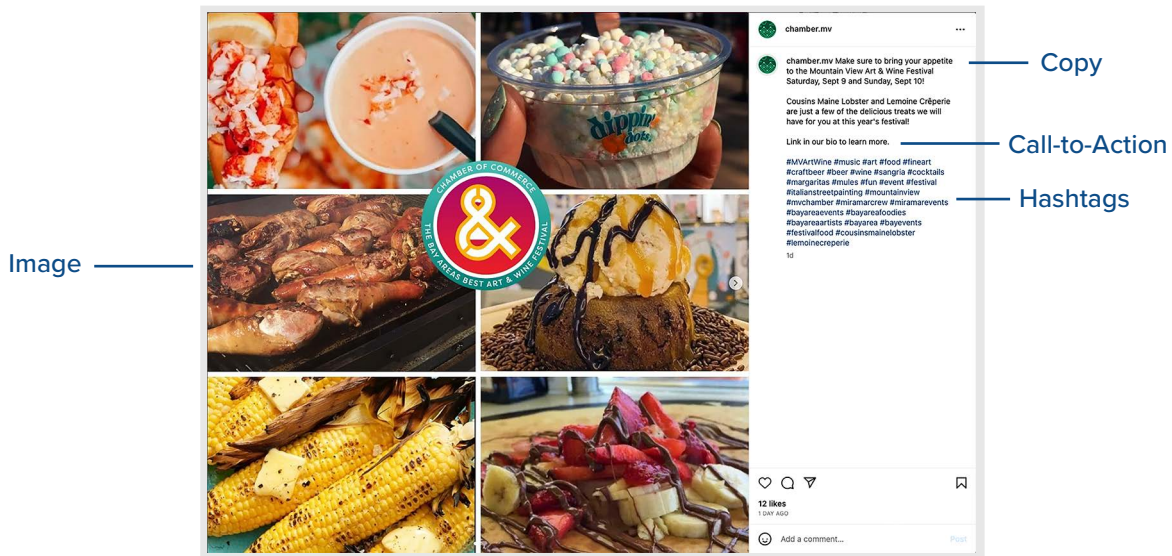
Tip

For ease in designing professional style posts and helps maintain a consistent look, try using [Canva.com](https://www.canva.com). It already has built in social media templates for Instagram, Facebook and LinkedIn, etc, and it's free. [Click here to get started.](#)

INSTRUCTIONS for Using Social Media Platforms

Listed below are the most commonly used social media platforms. BEST FOR indicates the most common users of the platform. Use this to match your target customer to the platform where they are most prevalent. FOR BEST RESULTS provides tips for using the platform including image size, video length, and even length of copy. NOTE: All sizing requirements for images in the charts below are in Pixels.

Instagram Post



Instagram	Pixels
Profile Photo	320 x 320
Landscape	1080 x 566
Portrait	1080 x 1350
Square	1080 x 1080
Stories	1080 x 1920

BEST FOR: Millennials (age 27-42)

FOR BEST RESULTS

- Only the image is displayed on your Instagram board, add copy to your post in the comments section
- Include a URL for you call-to-action
- Use hashtags



Social Media Toolkit



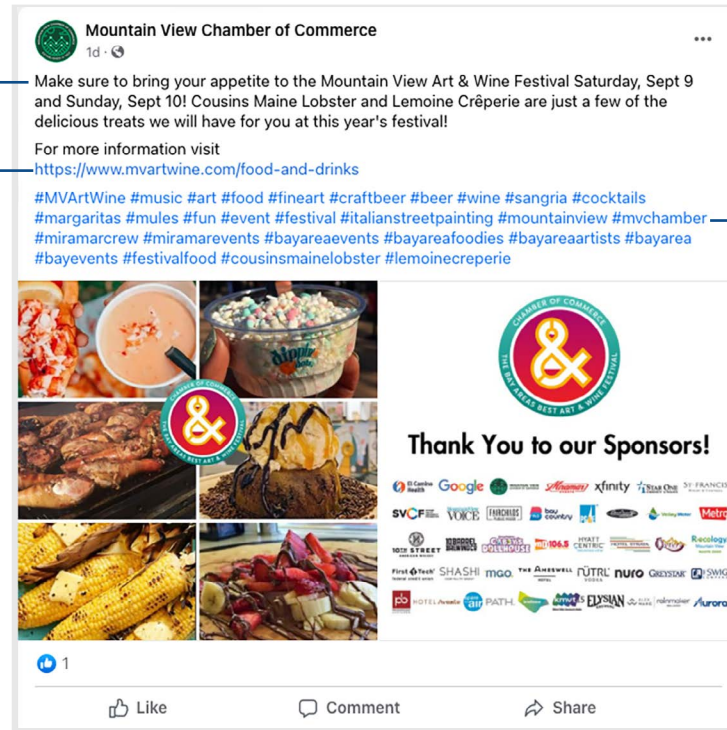
Facebook Post

Copy

Call-to-Action

Hashtags

Image



Facebook	Pixels
Profile Photo	170 x 170
Landscape	1200 x 630
Portrait	630 x 1200
Square	1200 x 1200
Stories	1080 x 1920
Cover Photo	851 x 315

BEST FOR: GenX and Boomers (age 43+)

FOR BEST RESULTS

- Make sure your copy is related to your visual
- Include a URL for your call-to-action
- Use hashtags
- Add an image



Social Media Toolkit



X (formerly Twitter) Post

Copy — **Chamber of Commerce Mountain View** @chambermv · Aug 30
Make sure to bring your appetite to the **Mountain View Art & Wine Festival** Saturday, Sept 9 and Sunday, Sept 10! Cousins Maine Lobster and Lemoine Crêperie are just a few of the delicious treats we will have for you at this year's festival!

Call-to-Action — mvertwine.com/food-and-drinks

Image —

X (Twitter)	Pixels
Profile Photo	400 x 400
Landscape	1024 x 512
Cover Photo	1500 x 500

BEST FOR: All ages

FOR BEST RESULTS

- Your copy is limited to 280 characters
- includes a URL for your call-to-action
- Add hashtags if it fits within the character limit

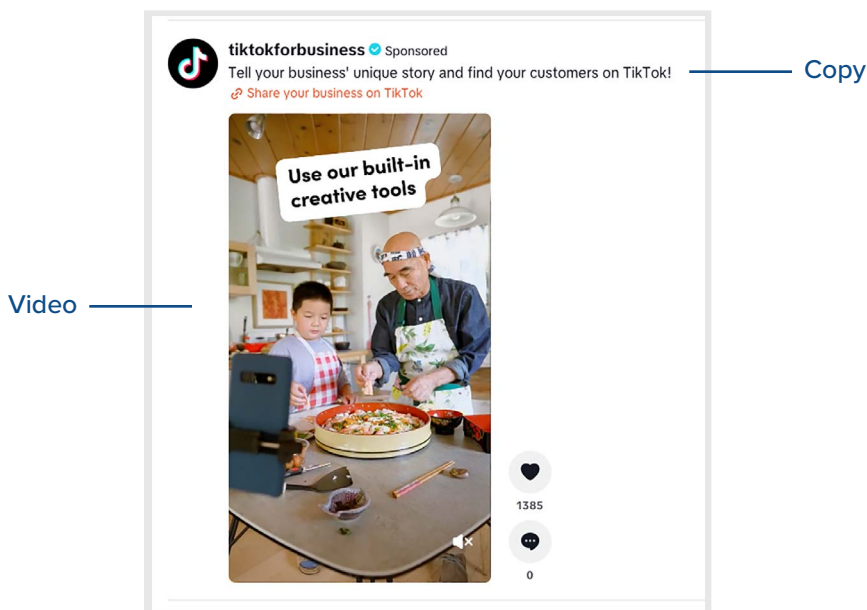
Threads	Pixels
Profile Photo	400 x 400
Posting Photo	1070 x 1424

BEST FOR: All ages

FOR BEST RESULTS

- Copy is restricted to 500 characters
- Include photos, videos up to 5 minutes in length
- Does not support hashtags yet

TikTok



TikTok	Video
Dimensions & Resolution	1080 x 1920
Canvas Size width & height	1080 x 1920
Max File Size	287.6 MB
Video Ads Max	500 MB

BEST FOR: GenZ (age 11-26)

FOR BEST RESULTS

- Use the free library with over 100 templates to create your post
- Customize your video using TikTok Editor
- Post frequently

LinkedIn	Pixels
Profile Photo	400 x 400
Landscape	1200 x 627
Portrait	627 x 1200
Cover Photo	1128 x 191

BEST FOR: Business Professionals

FOR BEST RESULTS

- Be professional, concise and relevant for the audience
- Include hashtags
- Monitor and respond to comments within your posts to increase engagement



Social Media Toolkit



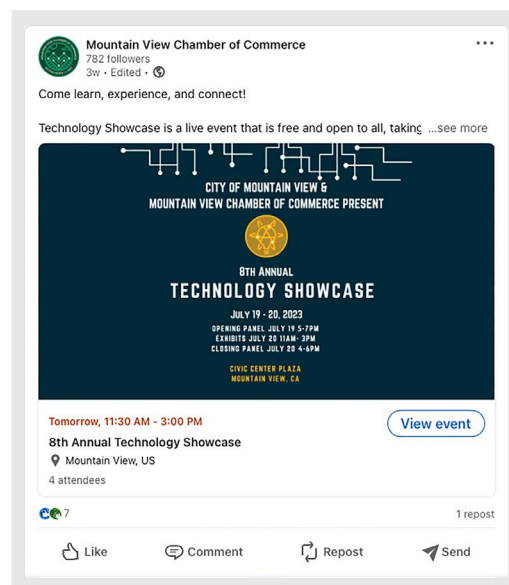
With all platforms, it is important to monitor your posts for comments, likes, and shares. Respond to comments and engage with your audience to encourage conversations, and establish connections. This can help to extend the reach and impact of your post.

Visual example of one post for different platforms

Facebook



LinkedIn



X (Twitter)



Instagram





ONLINE PRESENCE

Website

For those who do not have a website, OR if you haven't updated it since 2005, now is the time to reestablish your presence online. You're in luck - there are a number of low to no-cost tools to quickly and easily create a professional looking website for your business.

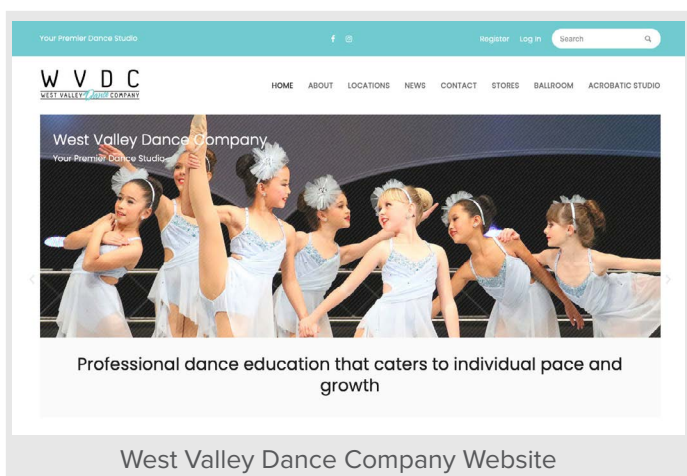
Website Development Tools

The following website development tools enable even the most novice user to create a professional looking site that includes the ability to sell your goods online. There are numerous templates to choose from. Simply select one, add your images, customize the content and you are set. You can add many features along the way - one at a time as you need them.

[Wix](#)

[Squarespace](#)

[Weebly](#)



Benefits of having a website

Get Noticed, Get Found

Having a website ensures that your business can be found by potential customers who are actively searching for similar offerings. In the Advanced Section, we provide details for optimization to help your website rank higher for search in Google.

Showcase Products and Services

A website is your virtual storefront and salesperson. It allows you to change products, prices, and promotions instantly, as well as provide details you'd usually need a salesperson to explain enabling potential customers to make informed purchasing decisions.

Targeting a Wider Market

With a physical store, your business is limited to reaching customers within a certain geographical area. A website allows you to transcend those boundaries and target customers on a global scale.

24/7 Availability and Convenience

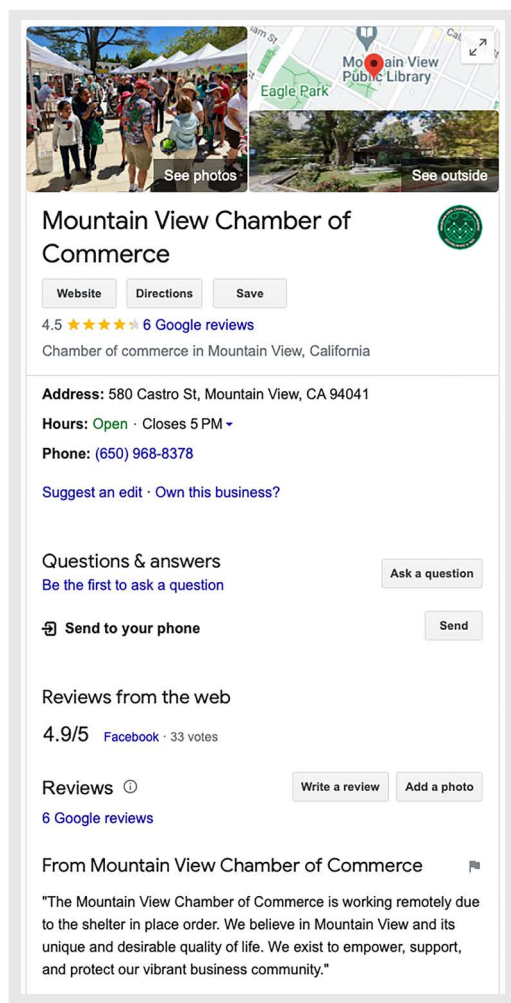
Unlike a physical store with limited operating hours, a website is accessible round the clock, offering convenience to customers. They can visit your website at any time, browse your products or services, and gather information at their own pace.



ONLINE PRESENCE

Google Business Profile

Google Business Profile is a FREE tool offered by Google that allows businesses to add essential information as a business listing, making it easy for customers to find your business via search. Customers get easy access to maps to find your location, obtain key business details - such as a phone number and hours you are open. Connect your website, your menu, and pictures of what you have to offer. Create a free [business profile here](#).



Benefits of Google Business Profile

Enhanced Online Visibility

Having a Google Business Profile gives your business a higher chance of appearing in local search results when users search for relevant products or services in their area.

Customer Reviews and Ratings

Google Business Profile enables customers to leave reviews and ratings about their experiences with your business. Actively manage and respond to reviews (positive and negative), demonstrating your commitment to customer satisfaction.

Insights and Analytics

Track metrics such as the number of views, website clicks, phone calls, and request for directions, to help understand customer behavior.

Rank Higher in Search Results

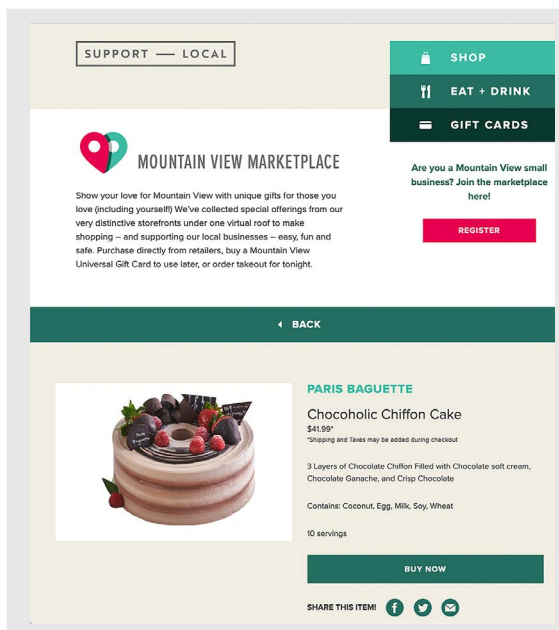
Studies show that if you're not listed in the first few results of search, you're not very likely to get clicked on. Improving your ranking is a process called Search Engine Optimization (SEO) and is done by using keywords accurate information, and regular updates. See page 20 for more details on using SEO.



ONLINE PRESENCE

Mountain View Marketplace

Mountain View offers an online marketplace, known as shop.ilovemv.org that brings neighborhood shopping to online shoppers' fingertips. It enables buyers to reach and support local businesses in the Mountain View community, whether they live there or afar, and for businesses to engage with the immediate community which is where the majority of your loyal customer base resides. To participate, businesses must have a Mountain View business license and be located within the community. Sponsored by the Mountain View Chamber of Commerce, this website allows businesses to post product and service offerings for shoppers to browse and purchase. Businesses can also participate in the program in which a shopper can use the card to buy from any business that is participating within the Marketplace. [Sign up today!](#)



An example of a posting on Mountain View Marketplace.

Benefits of Mountain View Marketplace (shop.ilovemv.org)

Increased Online Presence

Joining the Marketplace (at shop.ilovemv.org) provides access to a wider audience and expands your online presence. This platform attracts a significant number of visitors, increasing your business's visibility and reach. In addition, the Marketplace has an existing customer base, which means you can tap into an established market without the need for extensive marketing efforts. This can help attract new customers who may not have discovered your business otherwise.

Marketing and Advertising Support

The Mountain View Chamber of Commerce promotes the Marketplace on their website and social media. As a participating business, you can benefit from their marketing efforts and gain exposure to a broader audience without having to rely on your marketing efforts.

Participating in the Marketplace offers numerous benefits, including increasing your business's visibility and reach to an existing customer base and promotional opportunities you would otherwise have to manage yourself.



EMAIL MARKETING

With the volatility of social media platforms, email marketing can be a powerful tool to directly reach your customers. With one email, you can reach a large customer base easily and cost-effectively. With automation tools, you can even personalize the email by customer type. Through email marketing, you can send relevant content (how-to's, special promotions or offers) that encourage repeat business as well as increase your reach.

HOW-TO Get Started with Email Marketing

IMPORTANT CONSIDERATIONS



Set Realistic Goals

- Increase sales
- Promote new products
- Increase in-store traffic
- Drive sales



Build an Email List

- Collect email addresses from your customers
- Use sign-up forms on your website and social
- Offer discounts in exchange for an address



Select The Right Platform

- Pick the platform that best suits your needs
- Ex. Mailchimp, Constant Contact, Sendinblue, ConvertKit



Consistently Create New Content

- Create new content to maintain interest
- Send weekly offers
- Special of the week
- Announce a contest/promotion



Build a Schedule

- Plan a consistent schedule
- Balance frequency with relevant



Measure and Analyze Results

- Platforms provide metrics
- View open rates, click-through rates, bounce rates, conversions
- Refine your strategies



Use Best Practices

- Respect your subscribers' privacy
- Obtain consent / provide easy opt-out
- Keep your emails concise
- Use a clear call-to-action
- Avoid spammy tactics or too much promotion



TAKING IT TO THE NEXT LEVEL

SEO

SEO, or Search Engine Optimization, is the practice of improving the visibility and ranking of digital content in search engine results. This assists in moving your listing to the top of the search results, rather than having your business listed several pages in. It involves optimizing various elements of your online presence to make it more attractive to search engines and increase organic (non-paid) traffic to your website. When it comes to using SEO with social media posts for your small business, there are several strategies you can use:

1. Research Keywords: Conduct keyword research (see sidebar in yellow) to identify relevant keywords and phrases that your target audience might use to search for products or services similar to yours.

2. Optimize Social Media Profiles: Use relevant keywords in your profile descriptions, business names, and URL links. Include a link to your website in the bio section of your profiles.

3. Optimize Your Content: When writing social media posts, incorporate keywords into your captions, headings, and descriptions.

4. Use Hashtags: Research popular and relevant hashtags in your industry and include them in your posts.

5. Create Visual Content: Use high-quality images, videos, and infographics in your social media posts.

6. Drive Traffic: Share your website links or blog posts in your social media posts to drive traffic back to your website.

7. Encourage Engagement: Encourage your followers to engage with your posts by asking questions, running contests, or hosting interactive discussions.

More about Keywords and Hashtags

A hashtag is a word or a phrase preceded by a number sign (#). It groups together related content or images that appear in social media, so that users can simply go to that hashtag and see all the connected items. Example: #goodeats might point to inviting restaurants or recipes. However you still should make your hashtag unique enough so that it stands out.

It's valuable to research which keywords and hashtags are most relevant for your type of business. This can help increase the visibility of your posts and make them discoverable to a wider audience when they conduct a search for specific topics.

Tools like [Google Keyword Planner](#) or [SEMrush](#) can help you find relevant keywords with a good search volume and are not overly generic.



Organic Posts vs. Paid Ads

There are two kinds of posts that will increase your visibility: organic (or free) and paid. An organic post is one that an individual or business shares on their own without being paid. A paid post, essentially an ad, involves a payment made to the platform to boost the visibility to a targeted audience. With a paid post, advertisers have more control over who sees their content based on demographics, interests, behavior, and other factors.

Market Automation Tools

Using automation tools for social media marketing can bring numerous benefits to small businesses. Social media automation tools allow you to schedule posts in advance, which saves time and effort. This will also allow you to maintain a consistent posting schedule. If you are posting to more than one social media platform, an automation tool will enable you to post to both at the same time - some with only entering the data once. Automation tools also track the performance of your posts to help you monitor what is working, and what is not.

A few examples of FREE market automation tools includes:

HubSpot

CRM - Customer Relationship Management

Cost: Free

Set Up Needs: Your name and email address

Best all around

Email sends per month: 2000/month

Contacts limit: 1 million

Sign up at [HubSpot Get Started](#)

Buffer

Manage accounts in social networks

Cost: Free

Set up Needs: email address

Ten posts up to three social media channels

Sign up at [Buffer](#)



Additional Tools Available from The Mountain View Chamber of Commerce

Mountain View Chamber of Commerce [Business Resiliency Kit](https://chambermv.org/business-resiliency-kit)

<https://chambermv.org/business-resiliency-kit>

- [How to use Social Media to Increase Business](#)
- [How to use Google My Business \(Google Business Profile\)](#)
- [How to Build an Online Presence for Your Business](#)
- [How to Create a Virtual Video Tour](#)
- [How to Grow Your Business Through Email](#)
- [Mountain View Chamber of Commerce Digital Dictionary](#)

Join the shop.ilovemv.org online marketplace

<https://shop.ilovemv.org/businesses/>

Analyze Your Posts for Better Impact

Analyzing your performance on social media platforms can offer numerous benefits for a small business, such as gauging how well your content resonates with your target audience.

See which posts receive the most likes, comments, shares, and other forms of engagement.

Identify the type of content your audience prefers - refine your strategy to better meet their interests.

Identify the optimal posting times revealing when your audience is most active and engaged.

Measure your conversions, attribute them to specific posts and/or campaigns.

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