Social Media Guide

How to navigate social media for your practice.

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Facebook

Boost a Post

1. Go to your Facebook page.
2. Find the post you want to boost. This may include a Job, Event, or video post.
3. Select **Boost Post**. You can find it at the bottom right of your post.
Note: If you are unable to select Boost Post, then boosting is not available for this post.
4. Fill in the details for your ad. Images and text from your post will be used automatically , but you can choose the following details:
   - **Audience**: Choose a recommended audience or create a new audience based on specific traits.
   - **Total Budget**: Select a recommended budget or provide a custom budget.
   - **Duration**: Select one of the suggested time frames or provide a specific end date.
   - **Payment Method**: Review your payment method. If you need to, you can change or update your payment method.
5. When you're done, select **Boost**.

What is a boosted post?

Boosted posts are ads you create from posts on your Facebook Page.

Boosting a post can help you get more messages, video views, leads or calls. You may also reach new people who are likely interested in your Page or business, but don't currently follow you.

Schedule a Post

Save time by scheduling multiple posts at once!

1. Go to your Facebook page.
2. Click **Business Suite** on the left side menu.
3. Click **Create Post**.
4. Preview the post.
5. Click the **down arrow** next to *Publish*.
6. Select the date you want the post to go live, then click **Save**.
7. Click **Schedule Post.**

Note: Until your post goes live, you can go back and edit/make changes as many times as you need.

Pin a Post

1. Go to the post on your Facebook page's timeline.
2. Click in the top right of the post.
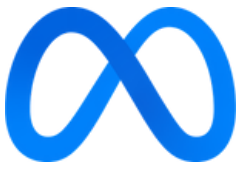3. Select **Pin**. Now the post will stay the top of your page.

Note: Take the same steps to un-pin the post.

Ideal Post Length

- About 150 characters
- Short, compelling copy is better for engagement
- Avoid copy hidden by "see more"
- 3-5 hashtags per post

Ideal Video Length

- Stories: 15-30 seconds
- Feed/reels: max 90 seconds
- IGTV: Between 2 and 10 mins

Meta Business Suite

What is Meta Business Suite?

It's a free tool that centralizes Facebook, Instagram, and messaging tools in one place so you can save time, create connections with more people, and get better business results.

▶ Post across all platforms at once

▶ Manage all inboxes in one place

▶ Create automatic responses & quick replies

▶ Create ads across all platforms

▶ Track insights and analytics

▶ See all activity at a glance

Logging In

1. Go to https://business.facebook.com and enter in your Facebook business page username and password.

or

1. Go to your Facebook page.
2. Click Business Suite on the left side menu.

Linking Instagram

1. Open your Facebook page.
2. Select **Settings** on the left side menu.
3. Select Instagram.
4. Select **Connect Account**. Make sure to toggle on *Allow Access to Instagram messages in Inbox* and then click **Continue**.
5. Enter your Instagram username and password, then select **Login**.

Note: If you have two-factor authentication set up, you might need to confirm this new login via email that is connected to your Instagram.

Schedule Simultaneous Posts

Save time by posting on Instagram and Facebook at the same time.

1. Go to **Posts & Stories** or **Calendar**.
2. Click **Create Post**.
3. Select where you want to schedule the post (Facebook, Instagram, or both).
4. Enter all the details of your post including text, media, links, location, etc.
5. Preview your post on the right. To see a different preview, click on the dropdown on the top of the window or on the arrows on the top right. You can see how it will look on Facebook compared to Instagram and on desktop compared to phone.
6. Click **Publish** if you want to post now. Hit the **down arrow** next to Publish if you want to schedule for later.

Insights

Understand the results of your social media efforts by utilizing Insights*

- Performance of your profiles including reach and trends
- Ad spend across all accounts
- Content engagement including likes and comments
- Demographic and geographic summary of people who like and follow your page

*Insights can be found on the menu sidebar

Instagram

How to make a post

1. Go to your Instagram page.
2. Then click the **+** in center of the bottom menu bar.
3. Select the image from your camera roll or computer that you'd like to use. (to select multiple images, select the button and make sure your photos are in the order you'd like.
4. Hit **Next**, then you can select a filter, adjust, or crop the image. Then hit **Next** again.
5. Add a caption for your photo and hashtags at the end of your caption.
6. You may also add a location if you'd like.
7. Once you are done, hit **Share**.

Tips for a Successful Instagram Page

▶ Use your Insights!

You can use it to learn more about your visitors, what kind of content they engage with most, and analyze how and why some of your posts perform better than others.

▶ Utilize stories

Stories are great to get personal, test out different content types, and get to know your audience.

▶ Use CTA's

Be clear and concise on what you'd like your viewers to do and create a sense of urgency.

▶ Engage with followers

Always respond to comments and messages as quickly and as friendly as possible! Use emojis!

▶ Don't skip hashtags

Users searching a hashtag you've used can come across your account and engage, follow you, and even become a potential customer.

Ideal Post Length

- Copy: 25 - 35 words (1 – 2 sentences)
- Avoid text hidden behind "see more"

Ideal Video Length

- 30 seconds
- For best video performance, keep lenght under 30 seconds

Pin a Post

1. Go to the post on your Instagram page's profile.
2. Click the 3 dots in the top right corner.
3. Select **Pin to Profile**. Now the post will stay the top of your page.
Note: Take the same steps to un-pin the post.

How to make a reel (video)

1. Go to your Instagram page and hit the **home** button in the bottom left.
2. Then click the **+** in center of the bottom menu bar.
3. Select the video from your camera roll. (No desktop)
4. Now you will be on the reel editing page. You can use the menu button at the top to add music, text, stickers and voiceovers. Each object can be dragged and dropped around the screen.
5. Once you are done editing, hit **Next**.
6. Add a caption for your photo and hashtags at the end of your caption.
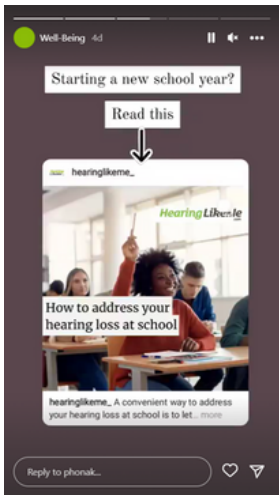7. Once you are done, hit **Share**.

Instagram Stories

Encourage engagement with fun, interactive stories.

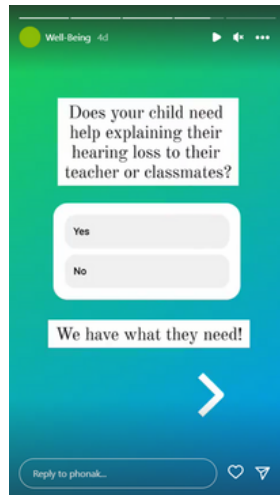**Four Key Elements of an Engaging Instagram Story**

1. Core Content
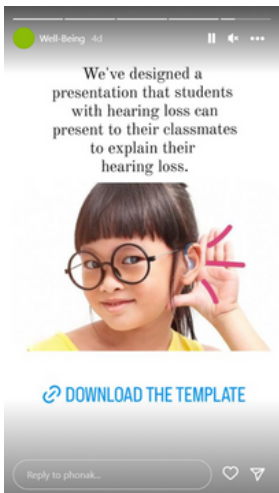Provides context for the poll/Q&A that comes next

2. Poll or Q/A to Engage
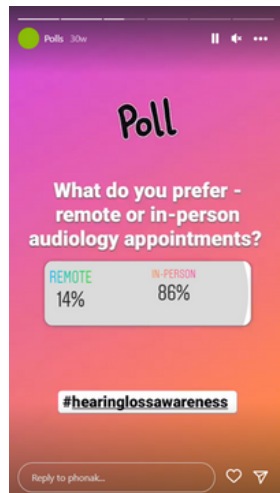The question relates back to the core content.

3. Send Traffic to Site
CTA to continue to website or download info

4. Share the Results
Share the Poll/Q&A the following day

How to make a story
1. In the app, click your profile in the bottom right of the screen.
2. Click the + in the top right, choose **Story** from the menu.
3. Optional: If you want to switch to the selfie camera, tap the switch-camera icon on the bottom right.
4. Tap the white circle at the bottom of the screen to take a picture, OR…
5. Press and hold the white circle to record video, OR…
6. Swipe up (or select the square camera roll icon on the left) to use pre-existing photos or videos.
7. Once your video or story is ready, you can add text, stickers, music and more with the top menu.
8. To post, hit the **white arrow** in the bottom right corner.

What are they?

Instagram stories are vertical photos or videos that disappear after 24 hours after posting.

Instead of being displayed in the feed, they're displayed at the top of an active user's app when they're logged in, and are tapped through to view.
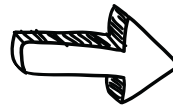
Highlights

Highlights are stories you choose to feature on your profile permanently. If you add a story to a Highlight, it will be visible even after 24 hours, so it's a great way to keep your most successful stories running.

1. Open your Instagram story.
2. Tap on the **Highlight** icon at the bottom.
3. In the Add to Highlights pop-up, tap **New**.
4. Enter a name for the highlight and edit the cover if you want.
5. Finally, tap **Add**, and then **Done**.
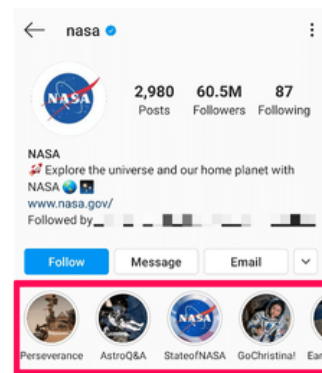
Story Highlights

LinkedIn

Ideal Post Length

- Copy: 25 - 35 words (1 – 2 sentences)
- Avoid text hidden behind "see more"
- Articles: about 2,000 words

Ideal Video Length

- 30 seconds
- For best video performance, keep lenght under 30 seconds

Creating a Business Page

1. On the LinkedIn homepage, click the **Work** icon in the top right corner.
2. Select "**Create a Company Page**" and choose an option from the list that fits the page type you need for your business.
3. Fill out your page identity, company and profile details.
4. After you fill out all your information, check the verification box to confirm that you are allowed to operate the account on behalf of your business.
5. Select **Create Page**.
6. Select **Start Building Your Page** to customize.

Make Your Page POP!

- Upload profile picture and banner that is company branded
- Write a compelling "about us" section
- Build a career page and a product page

Tips & Tricks

1. Stay on people's radars. Post at least once a week! This can be as simple as sharing an article pertaining to your niche or sharing information about a sale or event you are having.
2. Give a face to your employees! Encourage your employees to create a LinkedIn page and consider sharing wins or Employee Spotlights.
3. Publish content that adds value. Educate, inform, inspire, entertain!
4. Utilize your analytics. (Must be a page admin to view these.)
5. Stay active! Engage with content within your niche and respond to comments on your posts.
6. Consider peeping on your competitors pages to see what kind of content they share if you're having a creative block.

Pin a Post

1. Go to the post on your LinkedIn Business page's profile.
2. Select the drop down menu at the top of your post.
3. Select **Pin to Top**. Now the post will stay the top of your page.
Note: Take the same steps to un-pin the post.

TikTok

Creating a TikTok Account

1. Download the TikTok app or go to TikTok.com to sign up. You will need to enter in an email and a verification code will be sent to that email before you can create a username.
2. Next, create a username and hit **Sign Up**.
3. It will now bring you to your profile. In the top right corner, hit the three dots.
4. Hit **Manage Account**.
5. From here, you will hit **Switch to Pro Account**, then select **Business**.
6. You will then be prompted to choose a business category. Then select **Done**.

Pin a Post

1. Go to the post on your TikTok page.
2. Click on the 3 dots in the bottom right corner.
3. Select **Pin**. Now the post will stay the top of your page.
*Note: Take the same steps to un-pin the post.*

Tips & Tricks

1. Use trending sounds and hashtags to get more views! You can find this in the discover tab on the bottom menu.
2. Search hashtags in your niche to find similar accounts and get content ideas!
3. Consider doing trends with the office staff! Find a trend and then put your own spin on it with your staff.
4. You can record videos throughout the day but clicking the + sign, saving what you filmed as a draft, and then coming back to it later to add more!
5. Stay active! Engage with content within your niche and respond to comments on your posts.
6. Keep it FUN and entertaining!
7. Consider using paid advertising to give your content more reach.

Content Ideas to Try!

- Introduce yourself (make it personal and relatable)
- Workplace tour (people love to see this!)
- Day in the life (show a few different clips from throughout the day and keep it interesting)

- Success stories (feel good stories are often what goes viral)
- Meet the team! (people love to see real faces and connect)
- Product how-to's (Show a unique process about your product or services that people can learn from)

- Fun facts about the industry people may not be aware of
- Share a life-hack pertaining to your industry
- Do a trend with your own spin on it! This is the quickest way to go viral and get visibility to your page
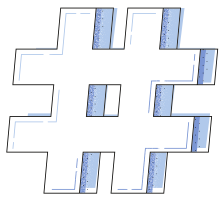
Hashtags

What are they?

A hashtag is a word or phrase followed by the pound symbol.

▶ On social media, it serves as an indication that the piece of content relates to a specific topic or belongs to a category or niche.

▶ Hashtags help make content discoverable in on-platform searches and, effectively, reach more people.

Tips & Tricks

1. Stay away from non-specific hashtags such as #business. Instead, use hashtags that are very specific to your industry or niche. A fun example would be #hearingaidsrock, #hearingaidfacts or #hearingsolutions.

- Something to keep in mind is you can check to see if a hashtag is "too popular" or not. For example, the #smallbusiness hashtag has been used over 90 million times and your post might get lost. But #hearingaidsarecool has been used only 10,000 times and would be a great way to potentially get discovered. Try to use a couple of hashtags that are mild to moderately popular which would be somewhere in the 100-10k range. Just pop it into the search bar on your social media platform!

2. Use Branded hashtags such as #Sonova or ABCHearingCenter.

3. Use location Hashtags! This is a great way to draw in more potential clients. An example of this would be #sandiegoaudiologist

Why Use Them?

1. Increases engagement with followers.
2. Builds brand awareness.
3. Helps your target audience find you.
4. Helps specify your niche.

How Many?

About 3-5 hashtags is a sweet spot! Just make sure they are specific enough to make your post discoverable!

TIP!

HASHTAG TIP!

It can be helpful to check out your competitions page to see what hashtags they are using.

Strategic Channel Use

Know Your Audience

•Who are you trying to connect with?
•Know the demographics you're targeting on each channel
•How does the audience communicate on this channel – are they looking for product info, training, emotive stories to connect with?
•Consider location, language, life stage (age), industry, interests
•Your audience will influence your tone of voice and channel strategy

Use What The Network Gives You

•Provide engaging, informative content
•A copy post with an image or video is not the only option
•Ask yourself … Can this post become a poll, a Q&A, a reel?
•New functions available on Instagram stories and even LinkedIn are made to be interactive.
•These functions aren't only engaging, they're also fun to use! Don't underestimate their value

Which Network Do I Use?

•Select social networks strategically
•Consider the audience & type of message that works well on that network
•Customize copy/posts for each social network (don't duplicate posts across networks if it should be altered)

Add A Clear CTA

•Add a relevant CTA to each post
•Add 1 CTA per post
•Avoid "learn more" or "read more"; replace with more engaging language like "Discover here", "Explore the features", etc.

Tone of Voice

•Write short, engaging copy
•Start your copy with the most captivating info (don't hide it at the end)
•Don't start out your content with something negative

Set Clear Goals

•Ask yourself "What next?" I.e. what happens after someone sees the post?
•If we have clear goals, we can set clear CTAs

Writing For Social Media

Keep It Catchy But Correct

- Write captions that are clear, emotionally evocative (catchy)
- But avoid sensation. Always choose clear and engaging over click-bait.

Check & Check Again

- When you're publishing content on social media, you're speaking on behalf of the brand. So make sure the brand's spelling is perfect.
- Always check your work before publishing/scheduling
- Make sure it's 100% free of spelling and grammar errors
- Ensure the copy is clear and free of nuance, which could cause misunderstandings

Use Claims Correctly

- Stick to the facts. Don't use terms like "better", "best", "most innovative", "world class" unless it's possible to back it up with a claim/reference.
- When using a claim, the reference/source should be made available e.g. by linking the social post to a webpage with the relevant reference.

Choose Words Wisely

- Avoid words with negative connotations
- E.g. "A person who suffers from hearing loss" vs "A person who has hearing loss"
- "Suffer from hearing loss" has a negative connotation and shouldn't be used.
- There are more examples of words like this – be sure to avoid them

Avoid Industry Speak

- Avoid jargon. In other words, ensure everything you write can be understood by someone who does not have a degree in audiology.
- Avoid abbreviations e.g. HCP or UHL. Always write hearing care professional or unilateral hearing loss.

Use Complimenting Visuals

- Words and images/video complement each other
- Ensure that your compelling and engaging copy is accompanied by a compelling and engaging image or video

sonova

HEAR THE WORLD