



**Delaware SBDC Presents:**

# **SOCIAL MEDIA FOR SOLOPRENEURS**

**WEBINAR 5/13/2024**

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# TODAY'S SESSION HOST: CAROLINE HERMANCE

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Former Agency Multi-Media Strategist & Marketing Business Advisor

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## SESSION AGENDA

Overview & Icebreaker

**Platforms** - which is right for my business? How do I choose?

**Planning** - how do I know what I want from social media? How can I set my expectations?

**Execution** - should I do it myself? Should I hire help, and how much will it cost?

## SESSION GOALS

Understand the basics of social media

Learn to engage the *right* audience & reach your goals with different platforms

Improve conversions / sales or other metrics over time for your small business

# What is Social Media?

A two-way conversation or relationship, using platforms to build an audience or a community



# How do I choose a platform?

WHO, WHAT, WHERE, WHEN, WHY?

Which is worth your time, effort and money?

# CHOOSING A PLATFORM **FOR YOU**

What is my target audience?

Does a given platform fit my “WWWWW” list?

What kind of content fits my brand?

What am I most comfortable creating?

Where can I build community and reach my goals?

Short-Form Video

Direct Messaging

Forum Discussion

Long-Form Video

Graphic Posts

Carousels / Galleries

Live Video or Streaming

Story / Short-Term Content

Partner Content

Written Content

**Who:**

Users / Potential Audience

**What:**

Kinds of messages, topics, media types... content

**Where:**

Platforms, Parts of a Platform

**When:**

High-volume hours? Algorithms?

**Why:**

Entertainment, Education





# POPULAR PLATFORMS



# WHAT IS **FACEBOOK**?

BUILDING COMMUNITY

EVENTS

PHOTO, GRAPHIC, WRITTEN, VIDEO CONTENT

1:1 PERSONAL INTERACTION

SHARING / TAGGING

# WHAT IS **INSTAGRAM**?

PHOTOS, VIDEOS, COMMENTS, STORIES

1:1 PERSONAL INTERACTION

SHARING / TAGGING

VISUAL & AESTHETICALLY PLEASING

# WHAT IS **LINKEDIN**?

PHOTOS, GRAPHICS, WRITTEN CONTENT  
“FACEBOOK FOR BUSINESS”  
PROFESSIONAL, CAREER CONVERSATION  
VIRTUAL NETWORKING

# WHAT IS **TWITTER**?

SHORT-FORM WRITTEN CONTENT

QUICKLY CHANGING

SHORT LIFESPAN



# WHAT IS **TIK TOK**?

SHORT FORM VIDEO

CONTENT IS ENTERTAINMENT / EDUCATION

NOT AS PERSONAL, BUT BIG REACH

FAST-PACED, SHORT LIFESPAN

# SOCIAL MEDIA TIERS

1. ORGANIC - Unpaid posted content, typical start for most users and accounts
2. BOOSTED - Using the most popular content as a springboard for ad dollars. Has some campaign controls
3. PAID ADS - Most customizable, can allow testing of content or specialized campaigns that directly target your audience





# **BEST PRACTICES**





# GOOD PLANS ARE YOUR FOUNDATION

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Taking time and focus to lay plans can help ease **stress** and manage **expectations for success**.

**JACK OF ALL TRADES, MASTER OF NONE**  
**... BUT STILL BETTER THAN MASTER OF ONE**

# WHAT IS OUR **CALL TO ACTION?**

PURCHASES / SALES

FOLLOWS

CLICKS

VIEWS

ENGAGEMENTS

SUBSCRIPTIONS

# CONTENT CREATION **TIPS & TRICKS**

In general, good content is key to getting views and genuine engagements.

**Good Lighting** - Face your light source / limit hard shadows

**High-Quality Video/Audio** - Limit background sound & distractions, use a good camera

**Don't Go Graphic-Crazy** - Most platforms will favor UGC content over graphics

**Double Check** - Don't let a typo or grammatical error distract from your message

**Direct Connection** - Speak directly to viewers to make it personal, engaging, and relatable

**Call to Action** - Clearly tell people **what to do**, click, or where to visit - lead them straight into your sales funnel



**MAKING IT HAPPEN**



# HOW CAN I MAKE IT ALL HAPPEN?

- Keep up personally by **using** your chosen platforms
- Find blogs, creators, and newsletters that feed you **fresh tips**
- **Think Critically** - Who are you trying to reach? Why? How? When are they online?
- Be Open to Change - Look out for new features, new platforms, or new styles of messaging to ensure you're always keeping it fresh for your followers. **Don't be afraid to try a new tactic** - it might be your most successful campaign yet!
- **Look for Help** - Resources like your local Small Business Development Center can help answer your questions!

# MANAGEMENT TIPS & TRICKS

- You absolutely can do it yourself - do you have time to learn and the capital to burn while you experiment?
- Ensure your creative is strong and effective
- Where do your customers end up when they click?
- What customers are you targeting? Can you relay those details to an agency?
- Create a budget that fits your business and financial margins. Strategize and create your campaign **within that range!**
- Agencies are used to working with many types of budgets and will help you set expectations for the results

# WHAT ARE SOME **TOOLS & PLATFORMS?**

**Sprout Social**

**Monday**

**Hootsuite**

**Meta for Business**

**Agorapulse**

**Later**

**Zapier**

**Asana**

**Trello**

**Canva**

**Constant Contact**

**Mail Chimp**

# HOW CAN I MAKE IT ALL HAPPEN?

**GOOD.  
FAST.  
CHEAP.**

Do It Yourself



Hired Help

Every entrepreneur needs to decide where to focus their time, effort, dollar, and skill. Which of these three do you have? Which do you want? How can you adjust your expectations?



## Q&A TOPICS

Anti-Social Social Media

Should I be on TikTok?

How to Design & Plan Digital Ads

Website Work

What is a good Call to Action?

Using Instagram Features

Tips on Direct Messaging

How Much Should I Pay?

Favorite Tools & Platforms

Finding an Agency / Contractor

Calculating ROI

How do Algorithms Work?

Brand Identity

How can I learn more?



# THANK YOU!

Please take a moment to  
fill out our survey:



Resources:

[www.DelawareSBDC.org/shop-small](http://www.DelawareSBDC.org/shop-small)