

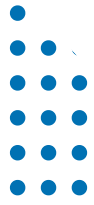
# SOCIAL MEDIA GUIDE

## FOR SMALL BUSINESSES

**gather.**  
COMMUNICATIONS

A practical approach to  
creating and maintaining  
an effective social presence  
without a big budget.





# INTRODUCTION

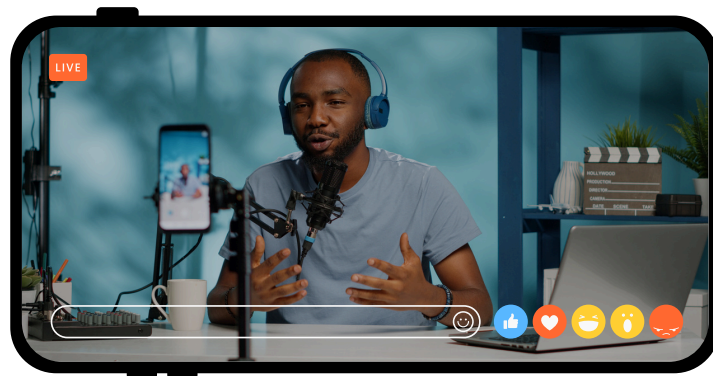
## TO SOCIAL MEDIA

**Social media is no longer optional for small businesses.** It's how people discover your brand, build trust, and decide to buy from you.

Here's why it matters:

- **71%** of consumers who have a positive experience with a brand on social media are likely to recommend it to others.
- **Over 90%** of marketers say social media increased their business exposure.
- **54%** of social browsers use social media to research products.

Whether you're a solo entrepreneur or a local shop, a well-run social media presence can help you connect, convert, and retain customers more effectively.



# CONTENT CREATION

## TOOLS & TIPS TO STAY AHEAD

You don't need a production team to make great content. Here's how.

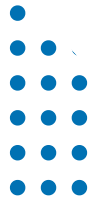
### Basic Tools to Get Started:

- **Smartphone Camera:** Use natural light and clean backgrounds. Shoot vertically for Reels/Stories.
- **Tripod or Stand:** Affordable ones on Amazon for under \$25.
- **Canva:** Free and easy graphic design tool with templates sized for each platform.
- **InShot:** Edit video right from your phone.
- **CapCut:** Another powerful video editor for Reels and TikToks.
- **Meta Business Suite / Buffer / Later:** Free or low-cost tools to schedule content in advance.

### Quick Tips:

- Always shoot in good lighting (morning or near a window is best).
- Keep videos under 30 seconds for social scrolling.
- Use consistent brand colors and fonts in Canva.
- Caption everything! Most people watch without sound.





# CONTENT IDEAS

## FOR HIGH-PERFORMING SOCIALS

### GENERAL IDEAS (for all businesses)

- Behind-the-scenes shots
- Employee spotlights
- Customer testimonials
- “This or That” polls
- Milestones or anniversaries
- Answer FAQ’s on video

### RESTAURANTS

- Daily specials
- Time-lapse of food prep
- Reviews or taste tests
- User-submitted photos
- Food photography
- Polls

### NON-PROFITS

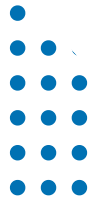
- Mission highlight videos
- Volunteer spotlights
- Program impact stats
- Donor appreciation posts
- Throwback to events
- Videos/graphics addressing needs

### RETAIL BUSINESSES

- Product features or unboxings
- Styling tips (if applicable)
- Sales announcements
- Gift guides
- Customer photos







# POSTING STRATEGY

## AND BRAND VOICE GUIDELINES

### FREQUENCY

- Start simple. 2-3 posts per-week is PLENTY.
- Consistency is more important than volume.



### tone of voice

- Match your brand. Is your business.. fun, serious, bold, friendly?
- Use "we" and "you" to create connection with your audience
- Emojis are totally okay if they match your tone.



### ENGAGEMENT TIPS

- Respond to every comment & DM
- Use calls to action (tag a friend, comment, etc.)
- Don't be afraid to show your personality!

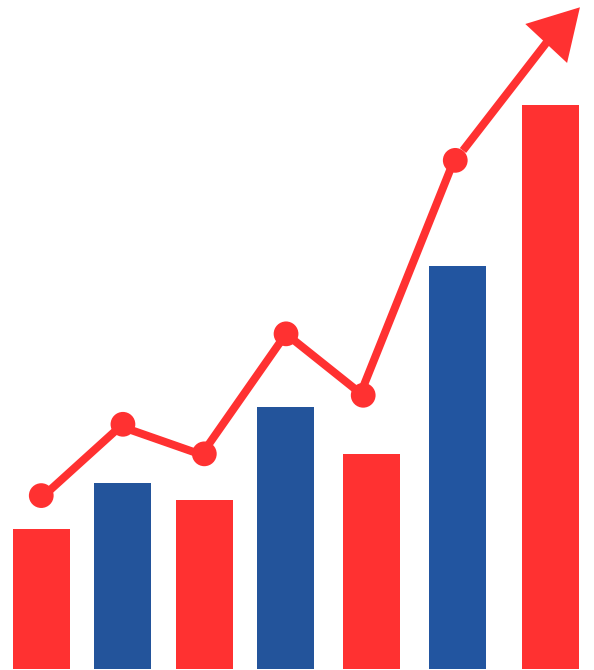


# ANALYTICS

## LET'S MAKE SENSE OF THEM

### WHAT TO TRACK

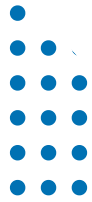
- **Reach & Impressions:** How many people saw your content.
- **Engagement:** Likes, comments, shares, & saves.
- **Click-Through Rate (CTR):** Especially important for links.
- **Follower Growth:** Track month over month.



### HOW TO USE THE DATA

- Double down on what performs well.
- Note patterns in what time & day of posting performs best
- If engagement is low, try changing your caption style, image, or content type.
- Use A/B testing: post similar content in different formats to see what sticks.





# NEED MORE HELP?

WE'VE GOT YOU.

## WE OFFER:

- Custom content plans
- Brand Blitz Sessions (full or half-day creative strategy sprints)
- Done-for-you content creation and strategy
- A la carte design, photo, & video work.

CONTACT US



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## BONUS: SOCIAL MEDIA MYTH BUSTERS

### THE MYTH

- You have to be on every platform.
- You need to go viral (reach millions)
- You must post daily

### THE TRUTH

- Pick 1-3 platforms where your audience is present.
- You need to provide value and be consistent
- You must post *consistently* & intentionally

