

Managing Social Media with Limited Resources

By Ashley Drummond, CEO of Wow Factor Media

Limited money and time can make you feel overwhelmed, paralyzed with stress and not knowing what to do.

With limited resources you need to focus, focus, focus! Do monthly, weekly and daily planning checklists.

Choose a hero platform based on the best way to reach your target audience. Even though you will cross post, your hero platform will be where you focus your efforts.

It is important to get your social media out there in a way that is actually going to serve your brand.

WHY IS SOCIAL MEDIA IMPORTANT TO YOUR BUSINESS?

Almost 90% of Canadians are on social media. We know it is where our customers are spending their time and are making connections.

WHY DO WE NEED SOCIAL MEDIA GOALS?

- Having social media goals helps reduce stress, saves time and ensures your content remains consistent.
- Focusing on a goal will also make your content consistent.
- Consistent content is more recognizable and is the key to success with respect to audience recognition.
- A goal gives you a purpose and at the end of the month you can measure your efforts.
- You save time, energy and stress by having a clear focus.

FOUR STEPS TO MANAGE YOUR SOCIAL MEDIA WITH LIMITED RESOURCES

Step 1: Choose a hero platform

- Determine your hero platform based on the characteristics of your target audience for your brand.
- Focus on the platform that matters most—not the one you love to use, but the one your customers are spending their time on.

- You will be more successful by focusing your time and efforts on the social media platform(s) that are most effective for your brand.
- Choose a hero platform and then a secondary platform that you also cross post your content to.

Three main social media platforms for the tourism industry:

Facebook:

- For most Saskatchewan businesses, the hero platform is Facebook.
- It is the most used platform in the world, has the most tools and is the most popular.

Instagram:

- Highly visual which is especially important in the tourism industry.
- Not designed to sell products in posts or for a call to action, but it is still an extremely powerful app for searching and people use it to search for products and services they want to use or buy.
- Hashtags are needed.

Google My Business:

- Free—each brand should always cross post to Google My Business.
- Essential to keep updated and live for all businesses and organizations who want to be found organically and build a reputation with reviews.

- Facebook static content (pictures and copy) can be directly mirrored on Google My Business.
- Regular posting will tell Google that your business is customer focused and a great place to send them when they are Googling.

Even though you will choose a hero platform, you will still need to cross post to the other platforms. For all platforms, real people in action perform best.

Step 2: Decide your social media goal for the month

- What do you want audiences to do? (What do you want people to do as a result of seeing your social media content?)
- How do you want your audiences to feel? (How do you want people to feel about your brand as a result of seeing your social media content?)

Step 3: Decide your content pillars

What are content pillars and why do you need them?

- Key themes of content.
- What your brand cares about and what your audience cares about. These marry together to create a pillar and that is what your social media will focus on.

General content pillars for brands to consider:

- In the community (how your brand is involved with other people and brands).
- Humanizing your company (behind the scenes, featuring the people behind the brand).
- Industry leadership (what makes your brand different, why do you do what you do?).
- Products and services (what products and services do you provide; how do you solve people's problems or make their lives better?).

Step 4: Plan a monthly and weekly strategy—and show people you care.

- Social media is about great content, but it is also about being part of a community.
- Check notifications and respond.
- Socialize on social media!

- Look around to find trends and to comment on other content.
- Building a community around your brand is one of the best ways to earn loyalty, referrals to friends and family and bottom-line growth.
- Login to your Facebook and Instagram DAILY.

Proactive community building

Build your brand footprint, value and organic engagement and followers:

- Engage organically with others by logging in every day
- Follow others.
- Comment on their posts.
- Acknowledge them when they follow or engage with your content.
- Invite those who have engaged with your posts on Facebook to like your page.

Think of it as being a good neighbour or networking at a business event.

Reactive community building

Use your social as a place for customer service. Always engage with others by responding to comments and DMs in real time.

CONCLUSION

Social media is easy to integrate into your workday without costing you money or too much of your time. Here is how to manage your social media with limited resources:

Monthly

1. Set your goal.
2. Plan two posts per week based on your goal.

Weekly

1. Plan your post types, that is, decide whether post or reel.
2. Get imagery for this week's posts (real people in action perform best).
3. Write copy for this week's posts.

Daily

1. Post on the days you planned.
2. Check notifications and respond.
3. Look around to find trends and to comment on other content.



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