



In this, the sixth of our series, we share social media experiences and insights from our BID programme managers.

We speak with Hellen Wilkins, pictured, from Destination Orewa Beach whom we interviewed last March (2017) about her BID's growing investment in online digital marketing.

Hellen hosted a Social Media for Business workshop for BID affiliates in late May to share the do's and don'ts of using Facebook.

Sharing the Do's and Don'ts of Facebook

Hellen invited Social Media Strategist Pauline Stockhausen to deliver an overview of the various social media platforms and share insights into which works best for which scenario.

"Being a small group, the workshop enabled businesses to ask questions specific to their industry sector and their social media capabilities," Hellen said.

"The focus was on Facebook, being the largest free-to-use platform for free advertising. We discussed how to increase post reach, boosted posts, paid ads, understanding Insight and Algorithms, and detailing to connect your Facebook and website views for 're-targeting' via Pixels.

"Luckily, as we have Pauline on board as our social media strategist, she can not only guide us on how to best use social media, she writes our content and ensures our platforms are up-to-date and set up correctly (*i.e. setting up websites to enable the Pixel ability*).

"She has full access to our page and often makes posts on quirky and interesting things as they come up, that we may otherwise have missed. Our (Facebook) likes have grown nearly 15% in the year we have been working with Pauline," Hellen said.

- For some Do's and Don'ts around best use of Facebook for business, see the next page.

FLASHBACK to March 2017...

Growth in online digital marketing

Digital marketing is the way to go, says Orewa's Hellen Wilkins who now spends just 10 per cent of her promotions budget on traditional print advertising.

Online channels such as Herald Online and On Demand allow her to "geo-target" customers most likely to visit the seaside town centre for events or a laidback weekend trip.

"We run 15-second video ads On Demand with a guaranteed 1500 exposures," says Hellen. "Before a long weekend, we use Herald online to attract visitors and get click-throughs to our website and Facebook page, which is great brand awareness for us."





Do's

- If you have social media pages keep them up-to-date! Post regularly – 2-3 a week minimum
- Always add a photo or a video to any post. Word-only posts do not generate views or engagement
- Posts don't have to be about your business association – sometimes random posts attract the most views... the view out of your window.... a view of your desk...
- Even if you only post a couple of times a week, check the page daily especially the FB messages. There is a huge growth in customers communicating with businesses via FB messenger.
- Ask questions/opinions on your posts – engage with your audience.... you tag an architect's page, post a pic and ask, "schist feature wall or industrial brick?" The answer may be irrelevant, but you have engaged with your audience
- Give a call to action – give something if viewers do something
- Cut and paste customer testimonials into a post and thank them in the post. This shows you value your customers
- Ask to join every community page you know of – your local town, surrounding towns, pages associated with your town centre type (e.g. historic town, art-centric town). Note: you can only do this as yourself and not as your business association. FB doesn't allow business-to-business posting.
- Engage regularly with other community FB pages – the audience will get to know you and relate you as being part of a business association - this will increase the level of enquiries you receive from the public (usually via your FB messenger)
- When engaging on community pages, take advantage of the 'business post rules'. If 1 x business post is allowed on a community page – then post once a week.... post as yourself and tag your business association. This builds the connection between the business association and the community
- Peruse the Community pages regularly and look for viewers who are seeking recommendations – give recommendations and tag the business you are recommending
- Have a live link to your FB page on your website home page.



Don'ts

- **Don't have only a staff member manage your page. If they leave – the access and passwords leave too. Ensure YOU can always access your own page**
- **Don't engage in any negative comment. But likewise, don't ignore it. If you receive a negative post or review – respond with a post that you will contact them off line to discuss the issues**
- **Don't let your page become stagnant - Facebook is far too used now to have stagnant pages. Viewers will seek another business page if they don't see activity on your page.**

