

Envoy Creative Services &



Do You *Really* Know Social Media & SEO?

Social Media: The BIG 3 for Business (right now)



&



What Are You Posting?

Vary your content:

- Business Wins: New client, big sale, completed big job
- Business News: New product, special of the week, new shipment of stock
- Business Travels: Expos, Business After Hours, Business Breakfasts, committee meetings
- Philanthropy:
 - Your Business: Donations to worthy causes, attending a fundraiser, buying girl scout cookies
 - Your Employees: Fun runs, Walk-a-Thons, etc
- Fun Stuff: Beauty shot from a walk on the beach, picture from your vacation or from a fancy restaurant, funny sign you see on the road, pics with family & friends



EMACC Member Monday!
Board and Brush Red Bank

26 Monmouth Street
Red Bank NJ 07701
(732) 995-9097
www.boardandbrush.com/redbank



How and When are you Posting?

- Try and post at least once a week. Optimal 2-3 times
 - Post at different times and look at the engagement to see what works for you.
 - Sunday night around 7pm is historically good.
 - Write for the viewer/reader, not for yourself. Sell them.
 - NEED GOOD CONTENT NOW MORE THAN EVER (Jeremy to cover next)
 - Make it interesting/brand it. Dress it up with graphics
 - Canva: Easy to use templates of still and moving images you can add your branding to



• Schedule Ahead of Time

- *Social Media* Social Media Management Platforms
 - Hootsuite, Sprout Social, Zoho Social, etc
 - Monitor and engage all social media platform from one place
 - Has some limitations: can't direct tag on FB & LI. Can't do multiple pics on IG

Eastern Monmouth Area Chamber of Commerce

PODCAST & COFFEE!

Catch us December 20th at 9AM via Facebook LIVE!

This Week's Guest:
Amy Thomas
Development Coordinator
Monmouth Day Care Center

monmouth daycare center

SHARED UNIVERSE
PODCAST STUDIO

Join EMACC Today!

EMACC

You are Posting, but are you ENGAGING?

- Take time each week to:
 - Like, share and comment other people's posts
 - Find & follow new people
- ***If you want to directly engage someone, you need to DIRECT TAG them***
 - ***Take the time to research what platforms someone is on and tag them.***
- Direct Tag vs. Hashtag
 - ***Direct Tag: Notifies the person or company that you mentioned them***
@EMACCNJ @YouCanBeFound
 - ***Hashtag: Word or phrase preceded by # to help people search messages on a specific topic***
#EMACC #monmouthcountyevents #shoplocal

Boosting

- Facebook/Instagram is best
- LinkedIn & Twitter – clunky and expensive
 - SEO is a better way to go (Jeremy to discuss next)



