

SOCIAL MEDIA CHEAT SHEET

Facebook

- Average age is 40+

Business page: Different than a personal page. Only way to represent your business.

Facebook Groups: Collection of people with similar interests. Join groups relevant to industry (i.e. Connect Utah).

How to Succeed:

- Pay to play
- Post very frequently
- Utilize Facebook groups

Instagram

- Average age is under 34

Stories: Used for daily interaction, not permanent

Posts/Feed: Curated and focused. Branding is important

Reels: 30 second videos, set to music. Great to reach new audiences.

How to Succeed:

- Consistency (fonts, colors, frequency, topics, etc).
- Collaboration
- Focus on Saves, Shares, Comments, and then Likes

TikTok

- Average is under 24

For You Page: A discover page that is created based on a user engagement.

Duets: Share a response to an entire video.

Stitch: Share a video response to a video shared by another user

How to Succeed:

- Post daily
- Best for e-commerce brands. Difficult to connect to local community.
- Trends are important

Google My Business

- Used by everyone

Reviews: Peoples review of their experience with the business

Offers: Any discounts/promotions/events that are relevant that month

Posts: Photos, updates, or relevant items relating to your business

How to Succeed:

- Keep photos up to date of business
- Hours and contact info is correct
- Get those positive reviews!