

Social Media Page Development

Create a page on Instagram ([Instagram.com](https://www.instagram.com)), Facebook ([Facebook.com](https://www.facebook.com)), X (x.com), TikTok ([TikTok.com](https://www.tiktok.com)), Pinterest ([Pinterest.com](https://www.pinterest.com)), Yelp! ([Yelp.com](https://www.yelp.com)) or LinkedIn ([LinkedIn.com](https://www.linkedin.com)). Go to the desired page for your business and create an account. (For more information on which platform to use, see the “differences between platforms” section on the “Maintaining your Business Page” document.)

Another example is [WhatsApp Business](https://www.whatsapp.com). WhatsApp is unique because it feels more private. Many people prefer to get news and updates about your business in this direct form.

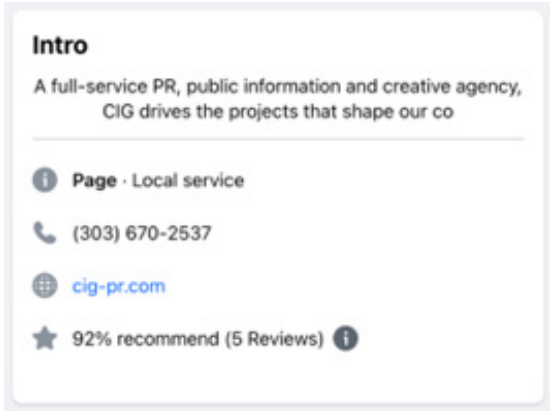
1. When setting up your page, mark that it is a business page (if applicable, like on Facebook) and select the category of business from the list. This helps when social media users are searching for businesses!
2. Name your business page accordingly. The title should be clear. For example, if you’re a franchisee or have a business name that appears elsewhere, adding “On Colfax” to your business name will help you differentiate. This will create a unique web address (“URL”) that you can link to on a website, include on a business card, etc.
3. Fill out ALL the important information. This includes business hours, directions, links to your business’ website, location/address, and photos.
 - a. Keep your business bio short. (Helpful hint: remember that people don’t spend a lot of time reading while they’re scrolling.) Explain what your business is, but don’t overdo the info.
 - b. Fun or serious, it should speak as if your business were an actual person. For more information on creating a brand/ business identity, consult the “Creating a Brand Identity” section in the Social Media Content Page.

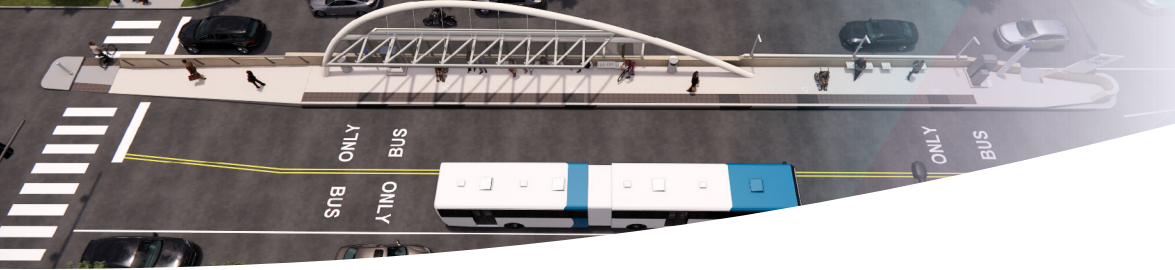
Connecting Facebook to Instagram

Facebook and Instagram are owned by the same company, Meta. If you decide to use them, connecting your two accounts is essential for capturing more customers. In [Meta Business Suite](https://www.meta.com/business/suite), follow the steps below to enable posting on both platforms at the same time.

How to do it:

1. Log in to Facebook. Click the Pages tab in the left menu.
2. Select settings.
3. Select Linked Accounts on the left-hand side.
4. Select Instagram, then connect your account.





Social media metrics – a glossary

All businesses want to measure their results and social media should be no different. Each platform provides its own way of tracking data to maximize effect. But like any technology, social media comes with its own terms. Here's a quick breakdown:

Reach & Impressions

- “Reach” refers to the number of unique users or individuals that have seen your post. This indicates the number of individual accounts you have “reached”
- “Impressions” is the total number of times your post has been seen by anyone scrolling, swiping or tapping. So, the impressions go up whenever anyone happens to see your post, even repeat users.
- If you “tag” a location, business or individual (more on this later) or use a “hashtag,” it will increase your potential reach and impressions.

Likes/Reactions

- Facebook uses a series of emoji responses (anger, care, thumbs up), Instagram has hearts, LinkedIn has clapping hands and love. Whatever the “reaction,” each platform has a way for that audience to interact with a post.
- Reactions can be hard to increase. The word “viral” describes something that gets A LOT of likes, but there’s no formula to make that happen. “Going viral” can be a goal, but you should focus on creating interesting and regular posts to build your “followers” and drive positive interactions.
- If you find creating content is taking too long and are not seeing any return, sit down with your customers, investors and staff. Then

strategize! Show them content you are thinking about. Ask them direct questions. Don’t worry: they will tell you what they think.

- Turn your social media followers into critics. Ask for advice and offer them a discount for a comment or “direct message!” The trick, though, is leaving your ego at the door. Sometimes that kind of criticism is a bitter pill to swallow.

Engagement/Comments

- When people comment on a post, you know you’re gaining traction. This is also called “engagement” – putting your finger on the pulse of what kind of content your audience expects or wants.
- Remember: you are posting publicly! Anyone can comment about anything, so check your posts, delete any inappropriate comments and, if you’d like, keep the conversation going! Say “thanks for being a great customer” or offer a quip in line with your branding.
- And even though it can be overwhelming, don’t ever turn off your comment function. This will weaken your relationship with your followers and limit your reach

Once you’ve created your business page, it’s time to think about what you’re going to post. See the Social Media Content Guide for tips about creating content to build your online voice and, eventually, your bottom line.