

Social Media Best Practices

How social channels can help you sell more HVAC systems

Why You Should Be On Social Media

Social Media engages existing and potential customers in an ongoing relationship with your company.



80% of users prefer to connect with brands on Facebook¹



The average user spends **1.72 hours a day** on social media²

Promote the Good

Social media gives you direct, always-on access to your customers. You can send real-time offers, promote seasonal specials, and keep your brand relevant. It also gives you a place to share positive reviews, feedback, highlight community involvement, and share team member profiles.

Manage the Bad

Social media also helps you monitor and manage the reputation of your business, letting you respond to concerns and complaints before they get out of control. Think of it as a public venue to provide excellent customer service.

What To Do On Social Media

Plan first and execute second. When you approach your social media marketing with a plan, you'll be set up to succeed.

- **Pick Your Channel** – Decide in advance which channels (Facebook, Twitter, Instagram, etc.) you want to tackle and how often you'll post on each.
- **Find Your Customers** – Think about where your customers spend their time online and invest your efforts there. You may have the best Instagram page in the galaxy, but it does you no good if your buyers aren't on Instagram.
- **Accept Imperfection** – Social media lets you show the human side of your brand. It's okay to be a little imperfect here. Not everything you share will be completely polished.
- **One At A Time** – Don't take on everything at once. Choose one social media channel to focus your efforts. Once you feel comfortable there, you can expand.
- **Consistency Wins** – It's easy to burn out trying to do everything at once. Set a content schedule and stick to it. You'll build your content and fan base gradually.
- **Limit Your Time** – Decide how much time a week or day you'll spend on social media. It's easy to get distracted or sucked down a social media wormhole.
- **Be Realistic** – Take stock of your own resources when choosing your channel. Different channels demand different types of media. Think about what you can produce consistently well.

¹<http://huff.to/1gpNT0>

²<http://www.adweek.com/socialtimes/time-spent-online/613474>

Channel Overviews

Here's a list of some of the most popular social media channels that might make sense for your business. Consider this list a starting point. New social channels pop up every week.

CHANNEL	NUMBER OF USERS	BEST USED FOR
Facebook	936 million daily	Flexible content sharing, detailed ad targeting, robust user info
YouTube	1 billion total users	Sharing video content, advertising through Google Adwords
LinkedIn	364 million members	Long-form content, connecting and recruiting professionals
Twitter	302 million monthly	Sharing video content, advertising through Google Adwords
Google+	6 million monthly users	Ranking in Google Search and maps
Pinterest	40 million monthly users	Analytics supported image sharing and advertising
Instagram	300 MM monthly users	Mobile-focused image sharing and advertising

Data from Statista: <http://bit.ly/1XpkjBV>

How To Be On Social Media

Start by setting up your profile page. Different channels will demand different assets, but no matter which one you choose, make sure your profile is complete.

Things you'll Need

- **Bio** – Write two or three sentences about your business and the services you offer.
- **Cover Photo** – This is the first thing visitors see. Choose something interesting and welcoming.
- **Images** – Take high resolution images of your staff, facilities, logo, or installed products.
- **Location(s) & Hours** – Include address(es) and hours.

What To Do On Social Media

Engage your audience.

- Offer perks and deals to customers. Schedule contests.
- Respond quickly to the good and bad.
- Highlight your community involvement.
- Tell your customers where to find you.
- Go easy on the sales pitches.

The Basics of a Facebook Layout

