The background image shows a person's hands interacting with a laptop and a smartphone. The laptop screen displays a social media interface with various posts and images. The smartphone screen also shows a social media feed. Overlaid on the image are three semi-transparent red icons: a speech bubble with the number 5, a person icon with the number 18, and a heart icon with the number 25. The overall scene is dimly lit, with the primary light source coming from the screens of the devices.

Hawai'i Coffee Association's 2021 Virtual Annual Conference

SOCIAL MEDIA MARKETING TIPS & BEST PRACTICES

DISCUSSION

- Why Should You Be on Social Media
- Best Practices of Social Media
- Resources
- Questions & Answers

WHY SHOULD YOU BE ON SOCIAL MEDIA



TOP REASONS WHY CONSUMERS USE SOCIAL MEDIA



TO STAY IN TOUCH
WITH FRIENDS &
FAMILY



TO STAY UP TO DATE
WITH NEWS & EVENTS



TO HAVE FUN & BE
ENTERTAINED



TO FILL UP SPARE TIME



TO NETWORK WITH
PEOPLE

THE PLAYERS



7 in 10 U.S. adults use Facebook daily.

43% Female | 57% Male

Most users check Facebook **8x a day**

Users ages 25–34 years are the largest demographic

6 in 10 U.S. adults use Instagram daily.

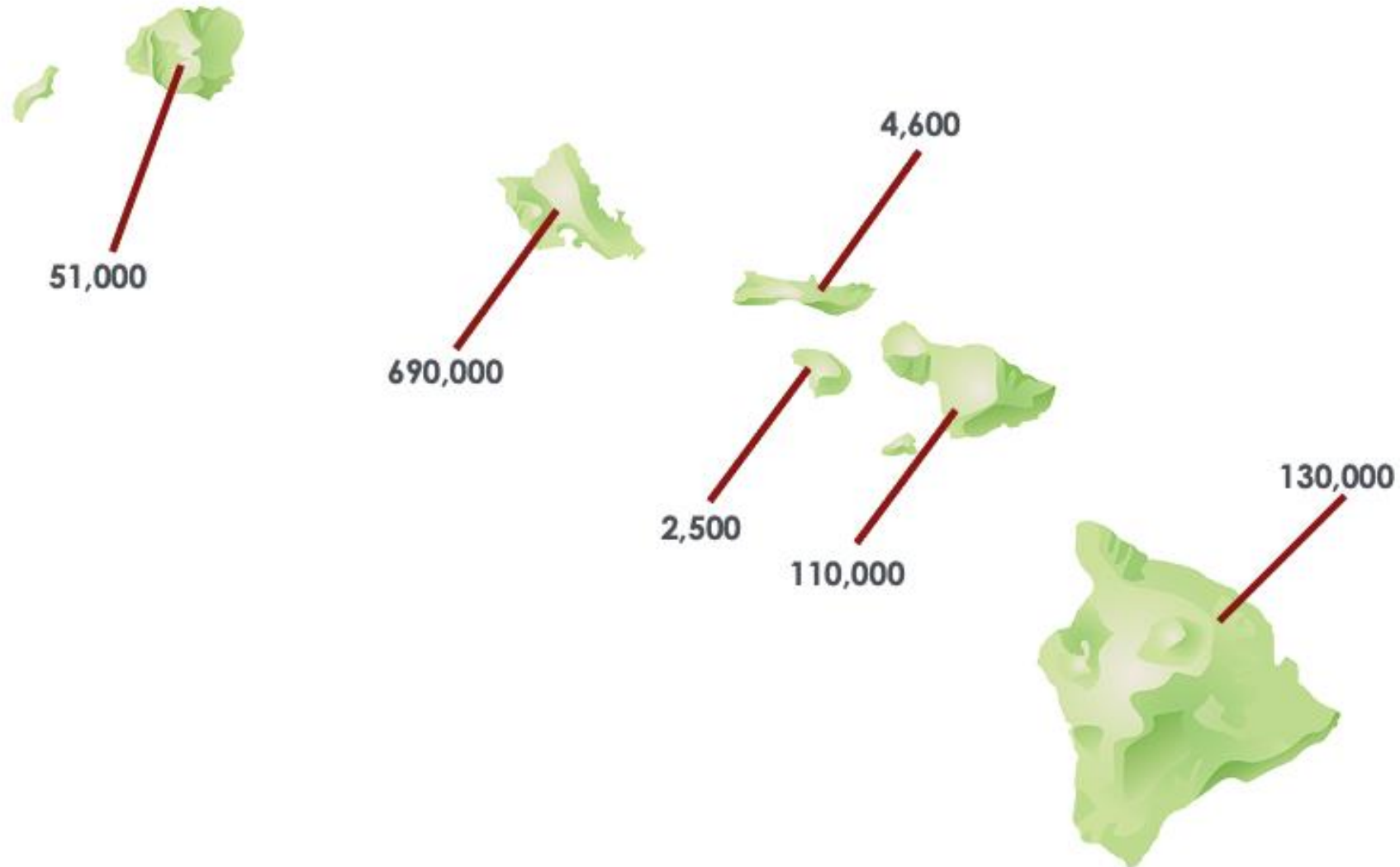
51% Female | 49% Male

90% of users follow a business on Instagram

Users ages 18+24 years are the largest demographic



ACTIVE USERS BY ISLAND



NEED MORE CONVINCING?

1. During COVID-19, social media usage went from 2 hours a day to 3+ hours a day.
2. 83% of Instagram users discover new products and services on the platform.
3. 70% of shopping enthusiasts turn to Instagram or Facebook for product discovery.
4. 50% Instagram users are more interested in a brand when they see ads for it on Instagram.
5. Gen Zers are 2x as likely as the average consumer to say that Facebook products influence their brand awareness and motivation.

BEST PRACTICES OF SOCIAL MEDIA

10 COMMANDMENTS OF SOCIAL

1. Be entertaining, be interesting, and be worth following
2. Understand your social media audience
3. Understand what role social media plays in your overall marketing
4. Have an identity — a personality & brand voice
5. Provide value and build credibility
6. Be social — connect, converse, & interact
7. Create a successful content mix and stick with it
8. Focus on full funnel marketing
9. Invest in good content, including video
10. Allocate budget wisely

ORGANIC SOCIAL

Benefits

- Organic social uses free social media tools to build and engage with an online following.
- Allows you to connect with your audience/followers in a more engaging and human way.

Disadvantages

- Organic reach is very low. Only around 3% of your page followers will see all of your posts.

PAID SOCIAL

Benefits

- Paid social refers to anything on social media that's influenced by advertising dollars.
- Paid social allows you to target a specific audience outside of your follower base who may be interested in your services/products.
- Various ad options are available depending on what your goals are — brand awareness, website sales, engagement, follower growth, etc.

Disadvantages

- Requires a budget.

Our recommendation: create a hybrid strategy & utilize both.

BEST PRACTICES OF SOCIAL MEDIA

ORGANIC SOCIAL

ORGANIC SOCIAL: BEST PRACTICES



Focus your efforts on the right platforms. **It's not necessary to be active on all social channels.** Choose the platform(s) where your audience is most active on (by looking at your customers age, gender, etc.) and focus your efforts there.



Be consistent with your online presence. If possible, utilize the same handles on all social channels. Make sure your profiles, website, and other forms of advertising all utilize the same logo, mission, etc.



Stick with a posting cadence. Set a goal of how many times a week you want to post and keep up with that. **Pages who consistently post tend to have higher engagement rate.**



Engage! Social is the place to create conversions with your followers. Respond to all comments, react (like, love, laugh, etc.), ask your followers questions, encourage them to save/share/like your posts, open question box on stories, create polls.



Post the right content. On social, **people love to see real & organic content.** Share the behind the scenes of your business, share your story/how your started, talk about your team, show the real people behind the services and products you offer.



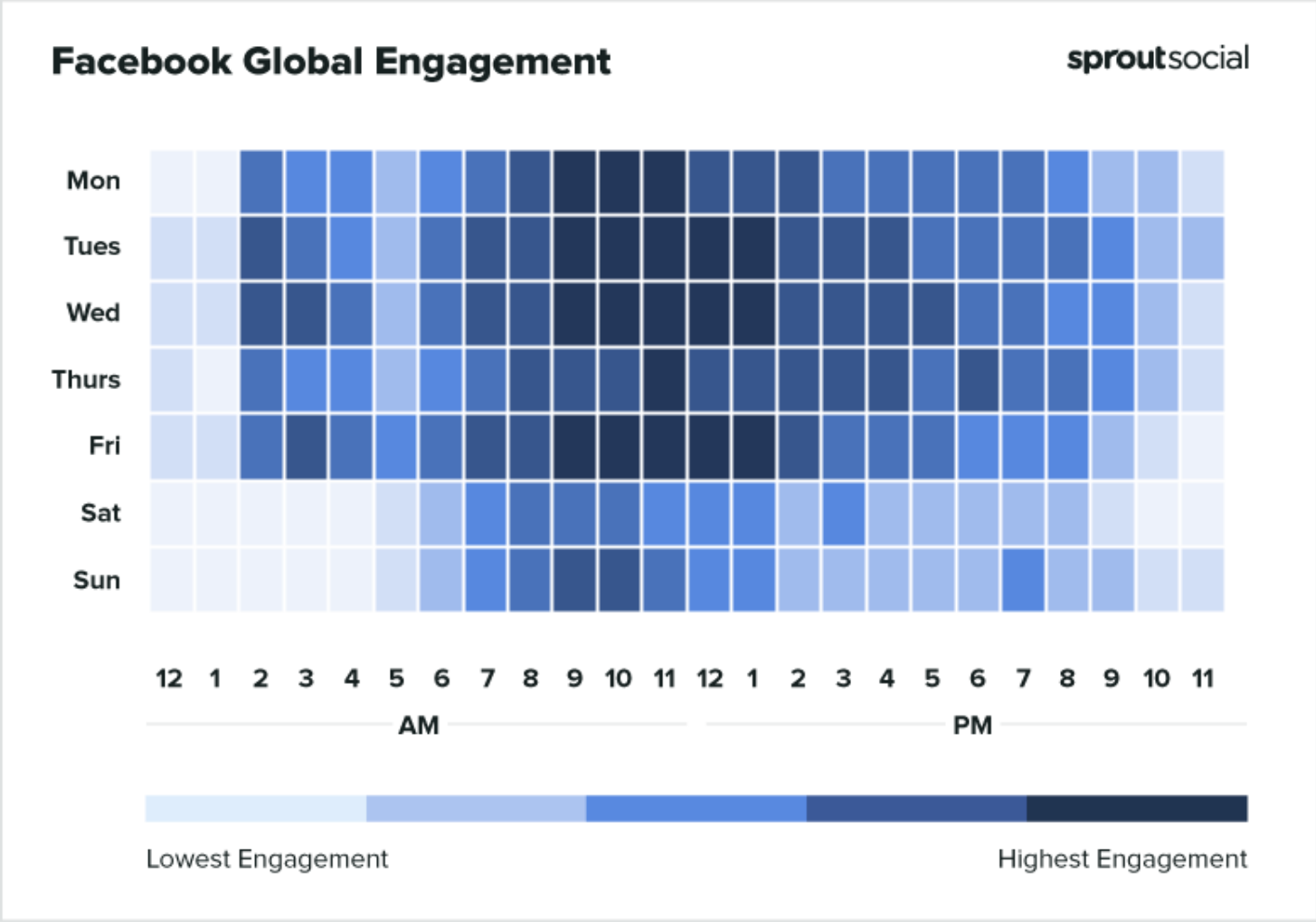
Utilize all “free” tools. Post albums, stories, Reels, IGTV, host live videos, create fundraisers — the options are endless. **FB and IG's algorithm likes when pages use different posting formats**, this can help you reach new users & increase engagement.



Cross-promote. Have a large email list? Big following on another channel? Lots of website visitors? Cross-promote! Let your customers know that you're on social and that they should follow you for promotions, giveaways, announcements, etc.

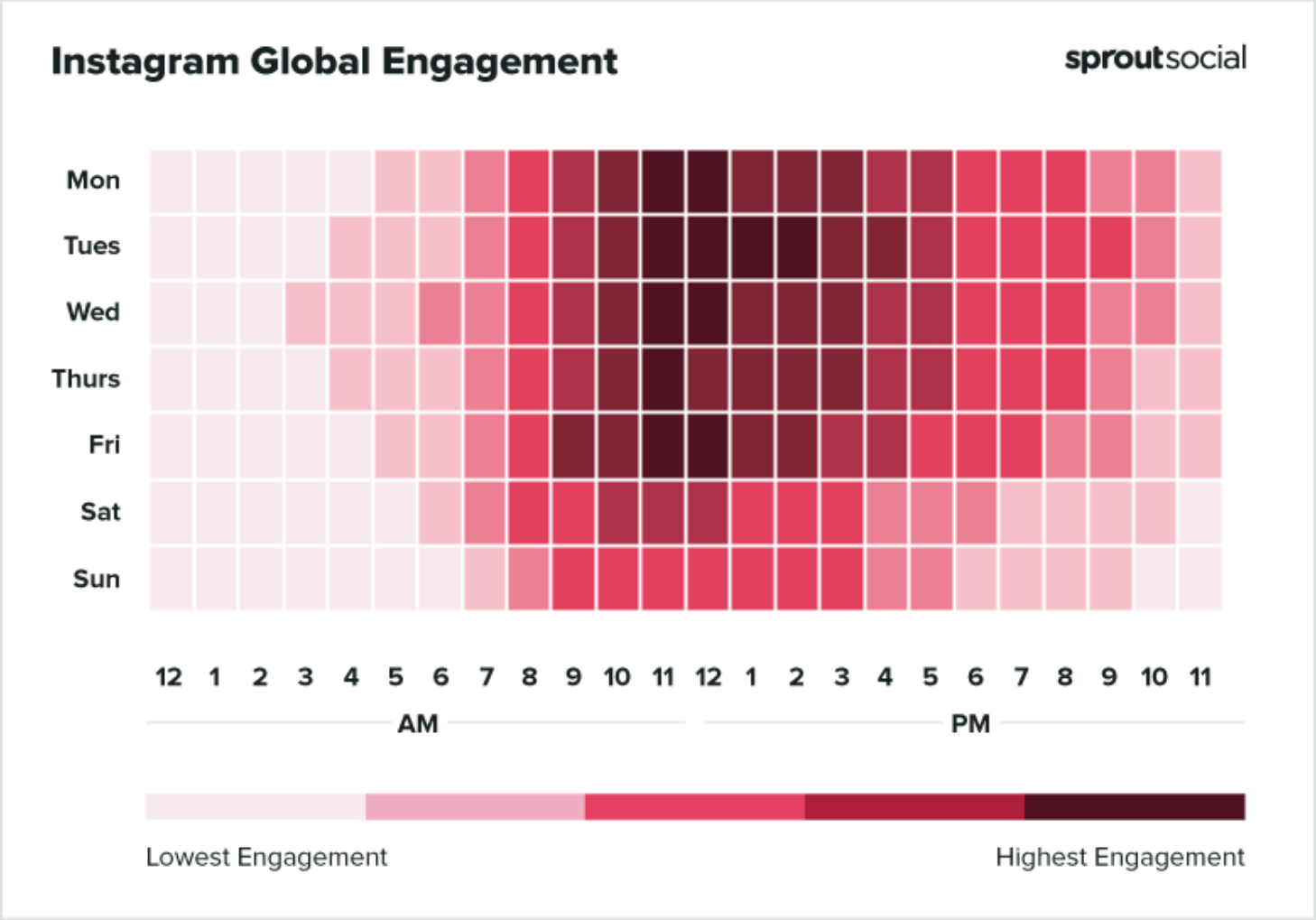


BEST TIMES TO POST: *FACEBOOK*



The highest engagement days on Facebook are Tuesday, Wednesday, and Friday.

BEST TIMES TO POST: *INSTAGRAM*



The highest engagement days on Facebook are weekdays.

RECOMMENDED POSTING CADENCE & ENGAGEMENT RATES

Facebook

- Minimum of 2 posts a week is recommended.
- HubSpot found that pages under 10,000 fans experiences a 50% drop in engagement per post if they posted more than once per day.
- **2% engagement rate is recommended.**

Instagram

- 3 posts is recommend. However, on Instagram consistency is more important than frequency because of the algorithm. If your audience has come to expect three posts a day and all of a sudden they're only getting one, you're going to see a drop in engagement.
- **3% engagement rate is recommended.**

FOOD & BEVERAGE Overview



FACEBOOK
POSTS PER WEEK

2.5

FACEBOOK
ENG RATE / POST

0.05%



INSTAGRAM
POSTS PER WEEK

2.7

INSTAGRAM
ENG RATE / POST

1.06%



TWEETS
PER WEEK

2.2

TWITTER
ENG RATE / TWEET

0.068%

BEST PRACTICES OF SOCIAL MEDIA

PAID SOCIAL

PAID SOCIAL: BEST PRACTICES



Define and plan your objectives, then start building your ad. What is your end goal ? Who's your audience? What's your message? How are you measuring success? Answer these questions before creating your ad.



FB and IG will give you many ad objective options — **awareness, consideration, and conversion**. Selecting the right objective will help FB/IG's algorithm serve your ad to the correct audience and give you the results you're looking for.



Know your audience. FB/IG offer endless targeting options (demographic, behavior, interest, retargeting, lookalikes, and more). Create a persona based off your customer base and select that as your targeting when building the ad.



Spend time on your creative. This is the most important part of your ad. Test different images, carousels, and videos and let your audience decide what they like more. You can also test copy and headlines!



Always have a CTA (call-to-action). **Invite users to take action** on your ads such as, "visit our website", "shop this now & take 25% off", "visit us at", "follow our page for more", "like this post", "share this tip with your friends", etc.



Check your results daily. You will learn so much from your data! FB/IG will tell you who's engaging with your ads (by gender and age), where they're engaging (FB, IG, desktop, mobile, etc.) and more. Data will help you optimize your ads for success.



Research your competitors. Did you know you can see what your competitors are running? Check their pages and see what's working best for them, this will help influence your own paid social strategy.




MUST-KNOW BENCHMARKS:

First time running ads? No problem. Below are some benchmarks you can use to compare with when analyzing your data.

- Average CTR (click-through-rate): **0.90%**
- Average CPC (cost per click): **\$1.72 per click**
- Average CPL (cost per lead): **\$25 per lead**
- Average CPM (cost per 1,000 impressions): **\$11**

RESOURCES

1. [Facebook Blueprint](#). The ultimate course on Facebook & Instagram advertising. Perfect for beginners!
2. [Canva](#). Don't know photoshop? No problem! Canva has hundreds of templates, stock photography, and designs to help you build organic posts and ads.
3. [Pexels](#), [Pixabay](#), and [Unsplash](#). Looking for stock imagery that doesn't look like stock? These 3 websites have thousands of FREE stock imagery that look natural and organic.
4. [Creator Studio](#). Schedule your content in advance by using Facebook's own scheduling tool – Creator Studio.
5. [Unfold](#) and [A Design Kit](#). Create IG stories that stand out with these great phone apps.
6. [VSCO](#). Remember – consistency is key. Edit your photos on VSCO and utilize the same filters and settings on your photos for a consistent look across your channels.
7. [Watch your competition](#). Search your competitor's page on Facebook Ads Library to see their active Facebook and Instagram ads.
8. **Hire an agency to do it for you! 😊**

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Hawai'i Coffee Association's 2021 Virtual Annual Conference

MAHALO! QUESTIONS?