



THE BASICS+ YOUR SOCIAL GUIDE

PREPARED BY

DIGITAL EMPATHY

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See a question mark icon? Click it to get more detailed information!



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The background of the top section features a dark blue background with a white Facebook logo in the center. Surrounding the logo are several stylized hands in various shades of blue and orange, some reaching towards the logo. The overall theme is social interaction and community.

FACEBOOK OVERHAUL

TIME TO COMPLETE: 30 MIN

- Create a business account if you don't already have one [?](#)
- Your Facebook business page name should match the name of your practice [?](#)
- Your unique page URL (or @username) should match your website URL [?](#)
 - ex. if your hospital name is Oak Willow Veterinary Hospital and your URL is oakwillowvet.com, your unique FB page username should be @oakwillowvet
- Make sure all of your listed information is correct [?](#)
 - Address
 - Phone Number
 - Hours
 - Website URL
 - Instagram URL
 - E-mail Address
 - Call to Action Button [?](#)
 - Direct to the Contact Page or Request Appointment Form
 - Set up Messenger Auto Greeting [?](#)
- Update your Profile Photo with a high quality image of your logo [?](#)
- Update your Facebook Cover with a high quality photograph of the outside of your practice, a group photo of your team, or a graphic advertising a current promotion you're running (see page 4 to learn how to create graphics) [?](#)

INSTAGRAM OVERHAUL



TIME TO COMPLETE: 30 MIN

- Create a business account if you don't already have one ?
- If you're not yet a business account, make sure your privacy is set to "public" ?
- Update your profile photo with a high quality image of your logo ?
- Make sure your URL is listed and correct ?
- Add call-to-action buttons that allow visitors to call or email you directly from IG ?
- Update your "handle" to match your URL ?
 - ex. if your hospital name is Oak Willow Veterinary Hospital and your URL is oakwillowvet.com, your handle should be @oakwillowvet
- Update your "name" to match the title of your practice ?
 - ex. Oak Willow Veterinary Hospital should be the "name" listed on Instagram
- Update your "biography" to include the City & State where you are located ?
 - Full service veterinary care for pets, farm, and exotics located in Clarksville, Tennessee
- Connect your IG account to your FB business page ?
- Turn on Automatic posting to FB so when your post on IG, it will automatically post the same thing onto your FB business page ?



TAKING A GOOD PHOTO

TIME TO READ: 5 MIN

You don't need a fancy camera to create a great photo. Here are a few key principles to remember along with some useful apps to help edit your photos to get them ready for social media!

- **Remember the rule of thirds.** Try to capture the subject or main focus of your photo in accordance with this rule.
- **Lighting is everything.** You can have the cutest set up but if the lighting isn't right your photo will, sadly, fall short.
 - **Good Lighting:** inside near an open door or window, inside with bright/even lighting, open shade, sunrise lighting, sunset lighting.
 - **Bad Lighting:** direct sunlight (too many harsh shadows), low light (although this can be cool, most phone cameras aren't equipped to deal with low light), uneven lighting (window light + fluorescent overhead light + warm lamp in the corner = too many different colors of light).
- **Horizon lines.** Try not to shoot photos crooked. If you are taking a photo of someone and the door frame in the background is tilted, shift your angle (left, right, up, or down) and straighten that line while keeping the subject in focus. The smallest change will make a huge difference.
- **Mobile Editing Apps.** Snapseed, Lightroom, VSCO are three of my personal favorites. Play with your exposure, shadows, highlights, and white balance to find a style you like. Be careful not to "over edit".



CREATING PROFESSIONAL GRAPHICS

TIME TO EXPLORE: 30 MIN

Consistency is very important. People are very visual, especially on social media. Create quality branded graphics (without Photoshop) that people enjoy seeing and are willing to share.

RECOMMENDED RESOURCES:

- **Canva (free)** [?](#)
 - Canva provides an unlimited amount of templates that you can use. Anywhere from Instagram graphics to full on annual business reports. In fact, I'm using Canva right now to make this PDF presentation for you!
 - Templates are incredibly customizable. You can edit the color scheme, elements, and add your own photos and logo!
 - Templates available for FB and IG in the correct aspect ratios
 - Access Canva on your computer or on your phone
- **Wordswag (free)** [?](#)
 - A really quick way to create quotable graphics, polls, or promos.
 - Quick to create but not as customizable as Canva
 - Available on on your phone



WORKING WITH YOUR TEAM

TIME TO REVIEW: 20 MIN

YOUR AUDIENCE'S LEARNING CURVE

Your audience may not be used to you posting frequently or posting engaging stories, questions, or polls. This means that you may hear crickets for a little bit while your audience gets used to seeing your new posts. *This is normal!*

QUALITY OVER QUANTITY

Focus on the quality of your audience versus the quantity. 100 engaged and involved followers are far more valuable than 1,000 followers that never engage with you at all. This is about growing a quality audience that loves you, your team, your story, and your services.

A TEAM EFFORT

Ask your team to help! When you first start posting consistently, ask your team to comment, engage, and *share* your posts with their friends as well.

GIVE, GIVE, GIVE, GIVE, SELL.

You need to provide value to your audience before selling to them. "Fill their cup" before you ask them invest and trust in you. A good rule to follow is to post 9 non-sales posts before selling or advertising your product or service.

NON-SALES POST TOPICS

We'll be providing you with weekly/daily prompts to help out! Not to mention the twice-a-week posting included with this service.



IDENTIFYING
**YOUR
IDEAL
CLIENT**

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TALKING TO THE RIGHT PERSON

TIME TO EXPLORE: 1 HR

When you're able to define who your ideal client is, you can work towards attracting the perfect client. And, chances are, once you attract them, you'll attract their friends as well!

It is important that when we are defining our ideal client we are being VERY specific. *Why?* Because we want to relate to this person on more levels than just simply offering them our services. We want to show them that we understand them and that they can trust us!

ANSWER THESE QUESTION ABOUT YOUR IDEAL CLIENT:

Gender?

Age?

Location?

Relationship Status?

Family Background?

Education level?

Where do they work?

Income?

Cultural background?

What are their values?

What do they do for fun?

What are their little joys in life?

Where do they go on vacation?

Favorite Foods?

Favorite Restaurants?

Where do they shop?

What keeps them up at night/what are their fears?

And finally....what is their name?



TALKING TO THE RIGHT PERSON

CONT.

Every single time you post, you need to be speaking to this ONE individual person. Let's pretend you named your ideal client Jennifer. When you post, ask: "Will Jennifer like this?". Also, speak to her fears. Jennifer wants to know how YOU can help solve her problems and help her overcome her obstacles when it comes to the services you offer. How can you help simplify her life with your service?

Remember: It is OK if not everyone likes what you post. The residual effects of marketing to Jennifer results in marketing to other people just like her! **If you're having trouble answering some of these questions, think about some of the people you've absolutely LOVED working with in the past...**how would you answer the above questions for them?

The goal is to evoke feelings that inspire action. When you can show her that you understand her, you know what she needs, and you can provide that for her, she'll become a loyal customer!



DEEP DIVE INTO

YOUR WHY

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YOUR MISSION & VISION

TIME TO EXPLORE: 30 MIN

A mission statement & a vision statement--do you already have these? Awesome! Let's review them. If you don't, no worries, we're going to get it done, right now.

Before we get started, let's talk about why these statements are important to your social media presence. Last week we talked about WHO you're talking to. This week is all about WHY you're talking to them. What can you offer them? What is your purpose? What value can you give them and why do you want to give it to them? Enter-- your mission and vision statements.

Mission Statement: What your company does and who you do it for.

Vision Statement: The big picture of what your company will become in the future.

If you can, stick to statements that are short and sweet. Think 2-3 sentences. Don't over explain what you are doing. Here is an example of both from by far the most well known company in the world, Google:

Mission Statement: "To organize the world's information and make it universally accessible and useful."

Vision Statement: "To provide access to the world's information in one click."



YOUR MISSION & VISION

CONT.

Precise, isn't it? Here are some things you should avoid when crafting your statements (thank you Richard Branson):


Buzzwords/Jargon: Just because you understand it doesn't mean everyone will. Phrase your statements so that the majority of people will be able to understand.

Truisms: Don't over-explain the obvious.

Speeches: Brevity is key.

"Try using Twitter's 140-character template when you're drafting your inspirational message. You need to explain your company's purpose and outline expectations for internal and external clients alike. Make it unique to your company, make it memorable, keep it real and, just for fun, imagine it on the bottom of a coat of arms."

If you've already written your statements, take a look at them again and see if there is anything you could update given the above information. Use these statements to motivate and drive your communication and social engagement with your target audience.



LEARNING ABOUT
**THE VALUE
OF
ENGAGEMENT**

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THE VALUE OF ENGAGEMENT

TIME TO REVIEW: 30 MIN

Raise your hand if you've already asked yourself, "If I can't use social media to sell my service all the time, is it really worth it?" YES! Here's why: Think of your social media platform as an introduction. A "hello", if you will, for your clients and prospective clients. When someone lands on your Facebook or Instagram page, what are they looking for? They're trying to find out if they can trust you. They're looking for social proof.

Social proof can manifest in a few ways. Are you invested in your clients enough to inform and engage regularly? Does your current client base trust and like you enough to engage back? Are people recommending your services?

When you first start posting consistently on social media, it is NORMAL for engagement to be low. Your audience isn't accustomed to your activity and they aren't sure whether or not you actually want their engagement. This is okay. Give it some time! BE CONSISTENT! Use the inspiration prompts we provide to help you tell stories, entertain, inform, and educate your client base.

IT'S OKAY TO ASK FOR WHAT YOU WANT!

- At the end of a funny post: "Like if you can relate" or "Tag someone for a laugh."
- At the end of an educational post: "Comment below if this was a useful article. What kind of education would you like to see more of?"
- You can even create posts simply to gather information about your audience: "Hey all! We are working hard to make sure this platform better serves you! What are your favorite kind of posts to see on Facebook?"
- Another way you can give a little boost to your engagement is to ask for help from your staff/team and even your friends and family! Ask them to like/comment/share your posts on their feed, as well.

A close-up photograph of a person's hands holding a smartphone. A dog's head is visible in the foreground, partially obscuring the phone. The background is a blurred office setting with a window and some papers.

THE VALUE OF ENGAGEMENT

CONT.

WHY HAVEN'T I MENTIONED GROWTH YET?

I haven't talked a whole lot about growth yet because it is very easy to fall into the trap of looking at follower count without recognizing that many of those followers could have liked your FB page only for a competition you may have thrown or a promo you may have done or something fairly superficial. This doesn't guarantee that they will remain an engaged follower. You have to first know what kind of followers you want to attract.

The types of people you want following you are the types that are eager to see your posts, happy to engage, and more than willing to share something if you ask them to. They're the kind of clients that trust you wholeheartedly and wouldn't hesitate to refer everyone they know to your practice. **Focus on THOSE people.** Focus on engaging with them. Focus on building your relationship with them before you focus on your follower number.

STRUGGLING WITH WHAT TO POST ABOUT?

The inspirational prompts you get from our team aren't just for looks! These prompts will help you show your client base that you want to engage with them!

It is hard to post every day, yes. It takes some work! It takes some forethought. It takes some coordination, particularly when you want to add a photo to your post (which you should definitely be doing)! We send you daily prompts to inspire you. Do not let those go to waste! Have your most tech-savvy (or social-savvy) employee sit down on Monday and plan the entire week's set of posts in one sitting. This shouldn't take more than 20-30 minutes, maybe an hour! Make sure they get posted as scheduled posts on Facebook so you don't have to remember to post them later in the week!

A person is holding a smartphone, and a dog's head is visible in the foreground, partially obscuring the phone. The background is a blurred indoor setting.

THE VALUE OF ENGAGEMENT

CONT.

A COUPLE OTHER PIECES OF ADVICE:

When people comment on your posts, engage back! At minimum, give their comment a "like" to acknowledge them. They took their time to engage with you, take time to engage back. An even better move is to reply, if applicable! Start a conversation. Ask them a question if you can to get them talking. The more engagement your post has, the more people Facebook will dish it out to. Why? Because engagement tells Facebook that your post is actually interesting!

You know that little number on your post that tells you how many people like/love/laugh at your post? Click it! You'll get a list of all the people who have engaged and you are given the option to "Invite" anyone on the list to follow your page! This is a great way to reach out to potential new customers as well as gather followers that you already know are willing to engage.

Getting people's attention visually will serve you well! We have to give people a reason to STOP scrolling. A nice visual aid will help you out. Invest some time looking into Canva- *it's FREE!* And it's a great way to create a quick visual to support your caption.

I can't emphasize this enough: when you first start posting, crickets are entirely possible! Don't take this personally. Get some of your favorite people (family/friends/staff) to engage with your posts in the beginning. Ask them to share it if it's funny or useful. Ask them to comment with their input or answer the question you asked in your post.



LEARNING ABOUT
INSTAGRAM

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INSTAGRAM

TIME TO REVIEW: 30 MIN

Remember: Social media is your introduction! It's a "hello"! A handshake. How do you want them to feel when they arrive on your feed? They want to know you, like you, and most importantly TRUST you!

BASIC SETTINGS

Make sure that your profile is set to a Business Account and connect it to your Facebook Profile/Page. Add all of your relevant business details. Make sure that you display all of your business information, ie. location, phone number, email address, website (tap "Edit Profile"> "Profile Display"> "Public Business Information" and choose what you'd like to display or hide).

BIOGRAPHY & PROFILE PHOTO

Your biography should very closely mimic your mission/vision statements. For your profile photo, you want to make sure you maintain brand recognition and display a high quality image of your logo.

TOPICS

Your goal is to establish yourself as an authority AND be relatable in this space. Choose 5 topics that you'd like to post about consistently.

FOR EXAMPLE:

- Education
- Entertainment
- Local Events
- Behind the Scenes
- Success Stories



INSTAGRAM

CONT.

You can also share pet products you trust and want your clients to use, address pain points that clients may have as well as answers/solutions to these pain points, and provide social proof by sharing testimonials from already existing clients that you love!
Visual Themes

Instagram is highly visual! You can use stock imagery, branded graphics from Canva (FREE, highly recommend!), or take your own in-house photos. Refer back to the Basics & Set-Up to learn more about graphic creation and basic tips on taking better photos. Be sure to edit your in-house photos consistently to keep your "grid" visually aesthetic. Although we always want to provide content VALUE to our audience, your aesthetic will help establish consistency and reliability on this platform.

TAGGING

Utilize Geo-Tagging and Hashtags! Each time you post a photo or story, tag your location! This will help local IG users find you! Instagram will allow you to use up to 30 hashtags per post. We recommend using 5 relevant (or fun) hashtags in the caption and then posting the remaining hashtags in the comments. This keeps your caption clean and free of hashtag clutter. Find hashtags that are locally relevant. For example: "#dogsofboise" "#boiselife" "#idaholove". And, of course, always tag your clients if they give you permission and ask them to share!



INSTAGRAM

CONT.

WHAT IS A HASHTAG?

A Hashtag is a digital categorizing tool. Add a hashtag to your social media posts to "file" that post under a particular category. Hashtags can also function as "search" terms. For example, you can use the hashtag #seattlevet and a client may search for #seattlevet and browse through all posts using that hashtag.

HOW TO I PICK MY HASHTAGS STRATEGICALLY?

You'll want to select hashtags with your ideal client in mind. What hashtags might your ideal client use that are relevant to what you're posting? #seattledogmom #seattledogpark #catsofseattle etc etc You don't want to select hashtags that are too overpopulated. For example, if you find a hashtag that has 1 million posts, chances are that your post will be buried pretty quickly with a ton of other posts. Try to pick hashtags that are sitting around 50-200k total posts. This gives your posts a good amount of time to stay at the top of the list and a reasonable amount of traffic to get seen.

HOW MANY DO I USE?

Instagram only allows up to 30 hashtags per post. Our suggestion is to use relevant hashtags throughout your copy if you can or add a max of 5 at the end of your copy. All other hashtags (remember, you can only have up to 30) should be pasted into the comments of your post so they don't detract from the valuable text you've written on the post itself.

INSTAGRAM



CONT.

HOW DO YOU FIND THE RIGHT HASHTAGS?

Break out your phone and hop onto Instagram. Type your first hashtag idea into the search bar. Let's imagine you've searched "#catsofseattle". When you tap the hashtag, you will be able to see all the posts associated. At the very top, you'll be able to see how many posts have been posted using this particular hashtag. If it is within the correct range (see above), go ahead and write it down! Instagram will also suggest other similar or related hashtags. Click through the suggestions to check the total amount of posts and, if its within the suggested range, write it down (better yes, open up a notes app on your phone and type it, there)! Continue to build your list based on these principles. It's good to have a few different lists depending on the topic you're sharing about on any given day. Here's a quick visual to keep things simple:

YOUR SOCIAL GUIDE



INSTAGRAM HASHTAGS

1:18 7

#catsofseattle

52.4K posts

Follow

See a few top posts each week

Related: #meezer #seattlecats #tabbysofinstagram

Top Recent

A. SELECTED HASHTAG

B. NUMBER OF POSTS USING THIS HASHTAG

C. RELATED/SUGGESTED HASHTAGS

D. RECENT + MOST POPULAR (TOP) POSTS

A Pomeranian dog with large, upright ears and glasses is sitting at a desk. To its left is a brown paper coffee cup with a black lid. To its right is a silver laptop. The background is a white wall with a window.

LEARNING ABOUT
FACBOOK

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TIME TO REVIEW: 30 MIN

1. QUICK ENGAGEMENT = HIGHER IMPRESSION RATE

This is why, in the beginning, I recommend requesting your staff to help engage and share posts shortly after they are posted. This will help Facebook's algorithm begin to recognize that more people want to see your posts and, in turn, show them to more people!

2. GET PERSONAL!

Without a doubt, personal and behind the scenes photos, videos, and stories are the best performing post types! Your audience wants to see YOU! They want to see your face and hear your stories. Use those interested to develop a strong base audience so that when you to post educational or promotional items, you will have a group of people ready and willing to engage and interact.

3. NURTURE YOUR COMMUNITY

If you already have an established (even small) audience that engages, focus on nurturing them! What do they respond to the best? How can you provide them value and serve their needs? What concerns might they have? How can you address those concerns and solve their problems with you services?

4. VIDEOS!

You can use short video series (to teach people something new), animated graphics (you can create these on Canva), Facebook Live videos (for Q&As or a longer educational series).

5. ADVERTISE & ACTIVE YOUR FACEBOOK PIXEL

Make sure you activate your Facebook Pixel! Send your FB Pixel code to our support team and we will make sure we put it on your website. This code will help you re-target the people who have already shown interest in your service!



FACEBOOK

CONT.

Posting consistently on social media doesn't always equal intense engagement, mass-follows, or constant sales. What it IS doing, is providing a consistent platform where you are continuously providing value to your audience. As you provide value, you start conversations, build relationships, and build (drum roll, please) TRUST!

So what can you do when you're not "selling" to convert you audience? Let me introduce something called a **Micro-Conversion**.

First, let's define! **A Micro-Conversion is messaging that speaks directly to you audience's beliefs, limiting beliefs, and their understanding or thoughts around a particular topic.** This messaging can provide motivation and/or insight to your audience while helping them confirm their beliefs or change their mind-set.

Now, how do you know what your audience's beliefs or limiting beliefs are? Find your notes on your Ideal Client!

HERE IS A QUICK HINT:

- What are you ideal client's fears?
- What are their values?
- What are their objections regarding the service you provide?

When you are writing your copy, consider the above points.

What are their values? Confirm those values and relate to them. For example: Your pet is more than your best friend. They're your family. And because of that, they're ours, too.



CONT.

Consider their fears. For Example: It can be so stressful to walk your pet into the vet not knowing when you'll be seen, whether or not they will be stressed out about other animals, or how long your appointment will last. We understand! And you don't need to worry...[Click here](#) to read about what you can expect during your visit with us and how we prioritize shorter waiting room times and shorter appointments... (and then link to either a page on your website or blogpost that addresses these concerns)

Consider their objections. For Example: No surprises- we've got you! During your appointment we will go over each and every potential cost and your options to make sure you understand your loved one's needs and have an opportunity review. We never want you to be caught off guard and we promise to help answer all of your questions carefully during your appointment. Regular check-ups are so important and we never want a fear of surprise costs to prevent you from bringing in your fur-babies which is why we offer Wellness Plans for all ages and stages. Check out what these plans include and how we can help ensure your pet is taken care of without breaking the bank or stressing the budget.

These conversations with your audience aren't one-and-done type of conversations. My challenge to you this is to create three posts that address (or confirm) your ideal client's values, fears, and objections. Schedule these posts out a week apart. Pick one topic per post. Include a link to supplemental information on the topic.

Write these posts as if you were talking to your ideal client face-to-face.

When you do eventually post to sell, your audience will no longer be wondering if they can trust you. You've already built that relationship with them. Help them solve their problems. Help them transform their or their pet's lives. Provide them with something they need.

A close-up photograph of a tabby cat with brown and black stripes, looking down at an open book. The cat's head is on the left, and its body extends towards the right. The background is a soft, out-of-focus green, suggesting an outdoor setting. The text "LEARNING ABOUT BLOGGING" is overlaid in white, bold, sans-serif font across the middle of the image.

LEARNING ABOUT
BLOGGING

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BLOGGING

TIME TO EXPLORE: 1 HR

Blogging isn't dead! It is still very relevant...here are 3 reasons why you should still have a blog:

1. The content lives much longer! Posts on social media tend to perform for a few days and then disappear into your feed. With a blog, you can share (and re-share) as the content is likely very evergreen! Blog content also gets read for SEO purposes and attracts people from their search directly to your site.
2. You have more control over the user experience. You can control the look of your site. What journey do you want people to take once they arrive on your blog? How do you want them to feel? How do you want them to connect? And, what action do you want them to take next? Use those CTAs (Calls to Action).
3. You can provide information to your reader and direct your priorities based on the most-read content. You can read your analytics to find out which topics are most popular and direct your focus towards what you know your client wants to read about!

Now what?

1. Make sure your website has a Blog page to house and display your posts!
2. Ask our support team about SEO plugins on your site to optimize your blog posts.
3. Develop a Content Calendar. Have a strategy! Make a plan. Commit to creating at least one post every 1-2 weeks. You can also use the Content Calendar we've provided and create informational pieces for all social platforms that direct the reader back to your blog posts for more information!
4. The content you are sharing should be written as if you were speaking to a friend over coffee. You are an expert, we know this! But you also need to make sure you are relatable. Imagine you are talking to your ideal client.

A top-down photograph of a fluffy, light-colored cat sitting on a silver laptop keyboard. The cat's head is resting on the keys, and its paws are visible. The background is a light-colored, textured surface, possibly a rug or blanket. The word "BLOGGING" is overlaid in large, white, sans-serif capital letters across the middle of the image.

BLOGGING

CONT.

THE ANATOMY OF A BLOG

Title: Is your title something that will make people want to read the post? Does it accurately tell the reader what the post is about?

Photo: Is the featured photo aligned with the subject of the post? Is it a quality photograph that is on-brand and compelling?

Introduction: Does the introduction make the reader want to continue reading?

Post Headings: Are all section headings formatting the same using your web host's H2 or H3 formatting settings? Are they concise and relevant to the following information?

Paragraphs: Paragraphs help posts become more readable. Chunk out lengthy information into smaller, bite-sized pieces of information.

External Links: Any external links in the post should open in a new window or new tab. They should **not** navigate the reader AWAY from your site completely.

SEO Ready: Is the post formatted for SEO correctly? Does slug (URL) for the post make sense considering the subject matter?

Pop-Up Enabled: If you have any pop-ups on your site, is the pop up that appears when reading this post relevant to the topic of the post? Is the call to action relevant and motivated by the content of the post?

Run Grammarly: Grammarly is completely FREE and will help correct any errors that come up in your writing as well as detect tone and intention.

A fluffy, light-colored cat is sitting on a silver laptop keyboard. The cat's head is resting on the keys, and its paws are visible. The background is a light-colored, textured surface, possibly a rug or blanket.

BLOGGING

CONT.

I know the feeling...you know you have to get it done. You know you have to write. Something. Anything. You sit down...and...nothing. Maybe it's a good time for a coffee refill? Those papers on the corner of your desk might need to be organized first? Oh, look, a phone call! When's the last time you went in for a dental appointment? ...hmmm...

The writer's block is so real! Let me help you get those brain juices flowing...here are 14 blog topics that will help you give your readers an idea of who you are and what you do!

1. How to pick the right _____
2. Things to consider while planning _____
3. Feature a client/case study
4. Spotlight a new service or product you are offering
5. 10 reasons to fall in love with _____
6. Top 10 questions I get asked
7. "Your Process" - What does it entail?
8. Interview a client
9. What common sales barriers do you come across? Address those concerns in a blog post.
10. 10 Things Most People Don't Know About Me
11. How I prepare for _____
12. 5 "can't live without" products
13. Why I Love Being a _____
14. How I Became a _____



LEARNING ABOUT
**CREATING
VISUALS**

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CREATING VISUALS

TIME TO REVIEW: 15 MIN

How many times have you seen us mention the platform "Canva"? There is a reason for this and if you have yet to create yourself a free account, you're really missing out on an amazing tool!

Do you create coupons, flyers, announcements, posters, or signs for your business? YES. Of course you do. Canva is for you.

Are you looking to make your social posts more visually eye catching but don't want to fool around with Photoshop? YES. Of course you are. Canva is for you.

So let's get started!

What is Canva? Canva is a free online platform that allows you to utilize thousands of pre-made templates to create custom branded content.

Is it free? YES! It is! There are some "in-app" purchases, if you will, but I guarantee you'll be able to accomplish pretty much everything you need to with the free version.

Do I need to be familiar with photoshop? NOT AT ALL! This is the best part. The templates are drag and drop.

How customizable are the templates? Entirely! You can change the colors, fonts, photos etc...you can even pick a template you like as a base and delete elements you don't like and other elements you do! And, of course, you can add your logo to all of it.



CREATING VISUALS

CONT.

Why not just use Word like we have been? Although Word is practical and familiar, Canva offers a major level-up in design. Think about how much packaging has an effect of whether or not you believe the product is a quality product. The way you package and brand the information you're putting out is incredibly important! Not only that, a good design helps draw people's eyes to the right information.

TIPS FOR SUCCESS:

- Chose 1-3 colors to use per design.
- Choose only 2-3 fonts per design
- Give your text and designs "space to breathe", also known as negative space.
- Once you determine your colors and fonts, use them consistently throughout all your designs (even if you use a wide variety of templates)

A small, fluffy white and brown dog, possibly a Shih Tzu, is captured in motion, running across a grassy field. The dog's fur is thick and soft, and its ears are slightly blurred due to movement. It is wearing a collar with a red and white tag. The background is a soft, out-of-focus natural setting with green grass and some brown leaves.

LEARNING ABOUT

VIDEO

PREPARED BY

DIGITAL EMPATHY

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TIME TO EXPLORE: 30 MIN

SHORT VIDEOS:

Short videos can be well thought out educational series. Or they can be quick behind-the-scenes videos just to stay connected with your audience! You can use them to celebrate or even ask your audience what they'd like to see more of.

ANIMATED GRAPHICS:

Videos tend to be favored by the infamous "algorithm". You can create graphics that have some movement in them (so they download and post as a video). If you haven't checked out Canva, yet, now is the time! They offer really straightforward ways to make these fun moving graphics.

LIVE VIDEOS:

Before your live videos, let people know that you're going to hop on! Email your contacts. Put a teaser post out earlier in the day or the day before. During your live video, Facebook (or Instagram depending on where you're going live) will alert your audience that you're starting a video! Make sure the title of your video is clear and concise and related to the talking subject. Also make sure you link to any freebies or promotions you mention during the video. Once your video is done, you may choose to boost it to get more viewership. Then, you can re-target these viewers in future Facebook ads. Also note, many people watch videos on silent-mode. You may want to consider adding captions to your video once it's complete!

REMEMBER!

Please remember to always get consent when filming. Many people are not comfortable being filmed or posted on social media. It may help to begin with filming small candid behind the scenes videos so people become more comfortable with the idea.

A photograph of three puppies sitting on a dark ledge. The puppy on the left is brown and white, the middle one is brown and white, and the one on the right is black and white. All three have their pink tongues hanging out. The word "VIDEO" is overlaid in large white letters across the top of the image.

VIDEO

CONT.

14 IDEAS TO GET YOU STARTED:

1. Host a Q&A
2. Teach Your Audience to Do Something
3. Stream an Interview
4. Announce a New Product or Service
5. Explain a product you offer
6. Give a Tour
7. Announce Big News
8. Answer commonly asked questions
9. Run a Contest/Announce a Winner
10. Food Puzzles
11. Managing Separation Anxiety with a Pet
12. Nail Trims
13. Behavior/Training
14. Brushing Pet's Teeth



LEARNING ABOUT
PROMOTING

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PROMOTING

TIME TO REVIEW: 1 HR

I want you to break out your 2020 Content Calendar we sent you back when you first signed up.

You'll notice that this calendar outlines themes and holidays for each and every month. We also have some "Plan Ahead" tips for each month to remind you what you should be planning for in the future.

Take a minute to flip through the calendar and review the important dates we've lined out. Did any notable dates stick out to you?

Whether it's the beginning of the year or half-way through, you can always start planning ahead! Look at one month at a time. What sort of promotions can you plan that are in line with the themes or holidays listed?

Grab a pen and write down promotion ideas on each month of the calendar. How long will the promotion last? How far in advance will you start announcing the promotion? How far in advance will you start creating promotional content (digital flyers, email templates, competition ideas)?

There are few different ways to promote via social media:

- Facebook Posts
- Instagram Posts
- Emails
- Time Sensitive Emails



PROMOTING

CONT.

You can create a "digital flyer" using a template on Canva with the applicable information. Make sure it's not overloaded with details. Keep it scannable and to the point. You can send this flyer out/post it across all platforms. Note that you may need to create a 1:1 ratio digital flyer suitable for Instagram.

On Facebook and Instagram, consider doing a promotional with one BIG giveaway by leveraging audience engagement.

For example:

"This month is Pet Dental Month! To celebrate, we are offering 25% off your pet's dental cleaning. We're also giving away a COMPLETELY FREE Dental Cleaning to one lucky winner. To enter, come up with an amazing caption for this photo and submit it in the comments! Don't forget to tag your friends and family members who would love to enter! Also remember to follow our page to ensure you don't miss out on our winner announcement!"

>>> *Make sure you attached a funny or entertaining photo for people to engage with* <<<

Important Note: *Please make sure you read Facebook's Contest Rules*

For the time sensitive Emails, make sure that your email list subscribers know that there is [1 week left to enter] and link directly to the promotional post.

Happy promotion planning!



PROMOTING

CONT.

PROMOTING OTHERS

There is a saying you'll hear a lot among small business owners: "We rise by lifting others". Have you heard it? How does that apply to you and your business?

The answer might not be as complicated as you'd think. What I'd love for you to do this week is brainstorm ways you can help promote other local businesses. They do NOT have to relate to the service you provide. For example, say a new ice cream shop opened up in the area. Help promote! "Hey, we heard people were screaming for ice cream at @tagtheirbusinesspage ice cream parlor! Have you checked them out yet? We can't wait to visit this weekend!" and maybe add a photo of a dog licking a dog-friendly ice-cream cone! You get the picture! Or maybe you've already visited, share a photo of your visit (even if there are no pets included).

Why would you spend time promoting someone else's business, you ask? Because you are providing value to your audience by "filling their cup" with useful and new information! (Bonus: whoever you promote might even promote you back or send out a public "thank you"!)

Remember, you aren't on social media to exclusively advertise what you offer and why people need what you provide. There is a lot of "filling everyone else's cup" because you present your "ask" or "ask them to fill your cup". Make sense?

Aside from helping promote local businesses, you can talk about events that may be coming up in the area! Craft fairs, farmers markets, expos! Is anyone on your staff planning on going? What are they excited to see? Do you have a booth?



PROMOTING

CONT.

You can also promote products from companies you love, too! Does your pet have a favorite toy? Where did it come from? Do they have a favorite food? What brand is it? Why did you choose that type of food for them? Did they get a new collar? Or custom food bowls? Maybe you had a portrait done! The list goes on!

ACTION ITEMS:

- Break out your 2020 Content Calendar! Yes, again! What events are coming up that you can talk about? Circle them!
- Let's also pick out at LEAST once a month where you can help spotlight some amazing local businesses you love!
- And last but not least, pick out at LEAST one day a month that you can promote a product you (or your pet) loves!

Hint: even better if you have the ability to give a product or like-product away!



CHEATSHEET

HOW TO GET MORE FOLLOWERS

IT'S OKAY TO ASK FOR WHAT YOU WANT!

- Take photos of your patients! Ask their owner if you can share on social. If they say yes, let them know where they can find the post later in the day (ie. your FB page or IG page). Ask them to "Like" your Page to get updates when you post.
- On each FB post, you can view who has "liked" your posts by clicking on the number. When you click on it, you will see an "invite" button next to the names of the people who have yet to "Like" your page. Invite them!
- If you have a promo coming up, let pet owners know during/after their appointment and have them connect with your FB/IG page for more information about the promotion when it comes out.
- After an appointment, ask the pet's owner if they would be able to leave a positive review if they had a good experience. Let them know how important reviews are to your business and how grateful you and your staff would be for positive feedback.
- Ask people to share your page with their pet-loving friends in the area. Let them know that this helps your business thrive and grow!
- Last but not least, **post consistently!** If you aren't showing up consistently for your audience, they have no reason to continue following your page.