

Social Media 101

A guide to help consumer goods entrepreneurs bring their products to market.



Things to Know



Social media platforms are a powerful tool to build brand and product awareness.



These platforms are designed to help companies connect directly with their target audience.



Brands that are active on social media can build a community of loyal followers.



A strategic social media approach helps drive traffic to e-commerce sites and retail stores.



Social media efforts can be analyzed to understand follower behavior and engagement.



As companies grow it can be helpful to hire expertise to maximize social media reach and impact.

Getting Started

Find Inspiration

Check accounts of your direct and indirect competition, and look for trends in style and message.

Design The Message

Create content to appeal to your target audience and choose the social media platform that will reach them best.

Create A Content Calendar

Plan your content and timing in advance to help you produce creative content that will grow your audience.

Post Your Content

Post on set dates to keep a consistent social media presence that engages your audience.

Monitor Results

Stay in tune with reactions and review overall responses after posting (within 1-3 weeks) to identify audience interests and trending topics.

Content Creation: Instagram

These insights will help you get started.
Continue to research to find the right path for your business.

Create Engaging Content

Every post is an opportunity to connect with your community.

- Use video Reels to capture attention
- Post photo content to showcase your product
- Use the carousel feature to tell a deeper story about your brand and products with up to 10 photos or videos or a mixture of both

Include A Compelling Caption

Craft a caption to tell the story of your post.

- Lead with the most important information
- Use a consistent and personal tone
- Keep the copy short and direct
- Encourage responses and interaction

Content Creation: Instagram

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Add Helpful Tags

Including tags before you post helps customers discover your business.

- Use hashtags to make posts more discoverable
- Tag partners to bring them into the conversation
- Add your location so customers can find your business
- Use product tags to encourage purchase

Time Your Posts

Once you have created your content, the final step is to publish it at the prime time and day. Here's how you can determine the optimal timing for posting.

- Click your profile and go to "Insights"
- Click "Audience" and scroll down
- Review the diagram to see when your followers are typically the most active on Instagram

Content Creation: TikTok

These insights will help you get started.
Continue to research to find the right path for your business.

Know Your Niche

Define your tone, style, and message. Find relevant hashtags, trends, and challenges to join.

Think about:

- The brand message you want to communicate
- What your target audience responds to
- The problem your product solves

Use The Right Format

In addition to videos; timing, features, and sounds made an impact on your audience.

Focus on:

- Keep your videos shorter than 60 seconds
- Use text, trending music, and sounds in your videos
- Use external apps if you need more advanced editing

Content Creation: TikTok

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Be Authentic

It is important to be original and express your unique story so that people will enjoy, respond, and share each post.

Include these elements:

- Show off your personality, humor, and emotions
- Avoid mimicking others
- Use storytelling techniques to build connections

Interact With Your Audience

TikTok has features to help brands engage and build customer relationships.

Here's what you can do:

- Reply to as many comments as possible
- Create a video to respond to comments (video stitch)
- Follow people who comment and tag them

Places To Look

click the links below



Editing Tools and Resources

[iMovie](#)

[CapCut](#)

[InShot](#)

[Lightroom](#)

[Canva](#)

[Adobe Spark](#)

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