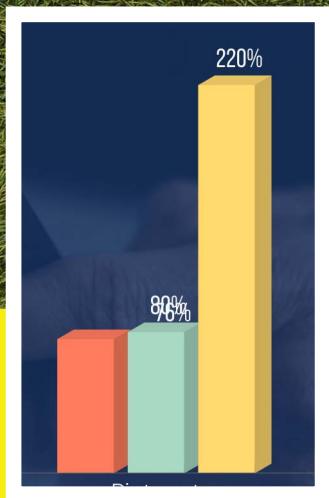


SOCIAL MEDIA

Version 1.0 August 2023

Guide



IN THIS *Guide*

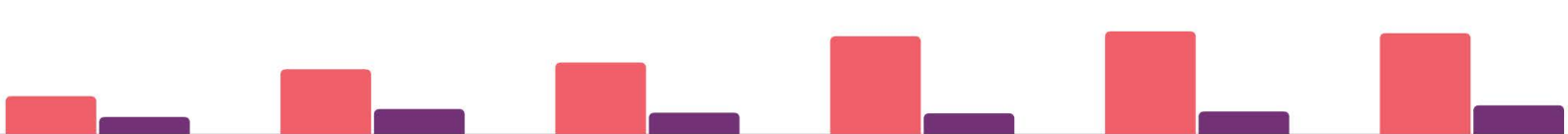
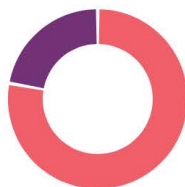
Advantages of Using Social Media.....	1
Choosing the Right Social Media Platforms	2
Setting Up Your Profiles.....	2
Content Strategy	2
Engaging with Your Audience.....	3
Analyzing Performance and Adjusting Strategies.....	3
Paid Advertising	3
Conclusion.....	4
Homework	4
Brand & Image specifications.....	5

Advantages of using Social Media

In today's digital age, social media has become an essential tool for businesses to connect with their target audience and promote their products or services. For Mastercraft Licensees, social media platforms offer a unique opportunity to showcase your best, engage with customers/community, and build a strong online presence.

While the Mastercraft National Support office (NSO) will promote posts on our own socials on behalf of you, there are plenty of opportunities for you to maintain your own social media pages. In doing so you can build an audience and reputation while showing a strong community presence.

This guide is designed to help you navigate the world of social media and harness its power to grow your business. Let's get started!





Choosing the Right Social Media Platform

Understand your target audience: Identify the demographic and interests of your potential customers to determine which social media platforms they are most active on.

Focus on key platforms: Start by creating accounts on popular platforms like Facebook, Instagram, and Pinterest. Later, you can expand to other platforms if necessary.

Platform strengths: Research the strengths of each platform and choose the ones that align with your business goals. For example, Instagram and Pinterest are great for visually appealing photos, while Facebook is useful for community engagement.

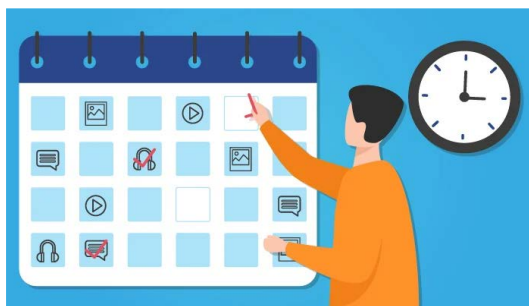


Setting Up Your Profiles

Consistent branding: Use your logo, brand colors, and business name consistently across all platforms to maintain a cohesive brand identity. NSO can help with any custom branding required.

Complete your profiles: Provide accurate and detailed information about your business, including contact information, location, opening hours, and a compelling bio. Social platforms also act as another search engine that help you to be found locally.

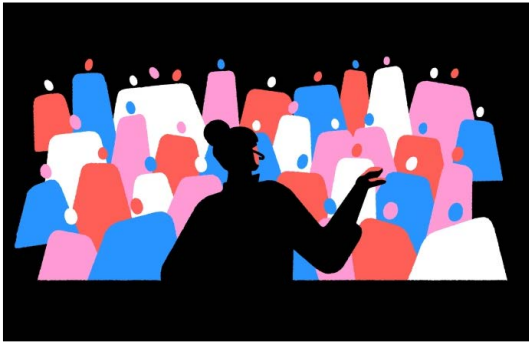
High-quality visuals: Use high-resolution images to make a strong visual impact. Consider hiring a professional photographer if needed. Although this is suggested most modern phones have cameras that are up to the job.



Content Strategy

Plan your content: Develop a content calendar to ensure a consistent flow of engaging posts. Mix promotional content with informative and entertaining posts to keep your audience interested.

User-generated content: Encourage your customers to share their experiences and tag your business on social media (Call to action). Repost and acknowledge user-generated content to foster a sense of community and increase engagement. Follow other licensees from across the country and engage with them.



Engaging with Your Audience

Respond promptly: Reply to comments, messages, and reviews in a timely manner to show your customers that you value their feedback.

Encourage conversations: Ask questions, run polls, and create interactive posts to encourage your audience to engage with your content.

Collaboration and partnerships: Seek opportunities to collaborate with influencers, local groups & people, or complementary businesses such as other Licensees to expand your reach and attract new followers.



Analyzing Performance and Adjusting Strategies

Metrics that matter: Track important metrics like engagement rate, follower growth, reach, and website traffic to evaluate the effectiveness of your social media efforts.

Analyze competitor's strategies: Study your competitors' social media presence to gain insights into their successful tactics and identify areas for improvement.

Experiment and adapt: Based on the data you collect, adjust your content strategy, posting schedule, and advertising campaigns to optimize your social media performance.



Paid Advertising

Boosting posts: Learn how to boost your posts to reach a wider audience and increase visibility. Define your target audience and allocate a budget to maximize the impact of your paid promotions.

Facebook and Instagram Ads: Explore the advertising features provided by Facebook Ads Manager to create targeted campaigns based on demographics, interests, and behavior.

Ad performance analysis: Monitor the performance of your paid ads and make adjustments to optimize your return on investment (ROI).

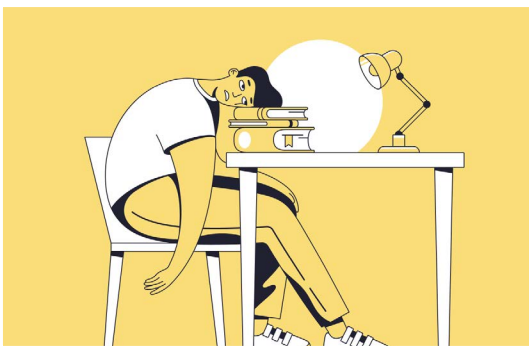
Note: you can chose how much you want to invest in paid advertising and a little goes a long way.



Conclusion

Social media has transformed the way businesses connect with their customers, and your businesses can benefit greatly from using these platforms strategically. By choosing the right platforms, creating engaging content, and fostering meaningful interactions, you can build a strong online presence and attract new customers to your kitchen business. Remember to stay consistent, monitor your performance

As always the National Support Office will continue to provide support to you and will continually be active on our social media platforms on your behalf.



Homework

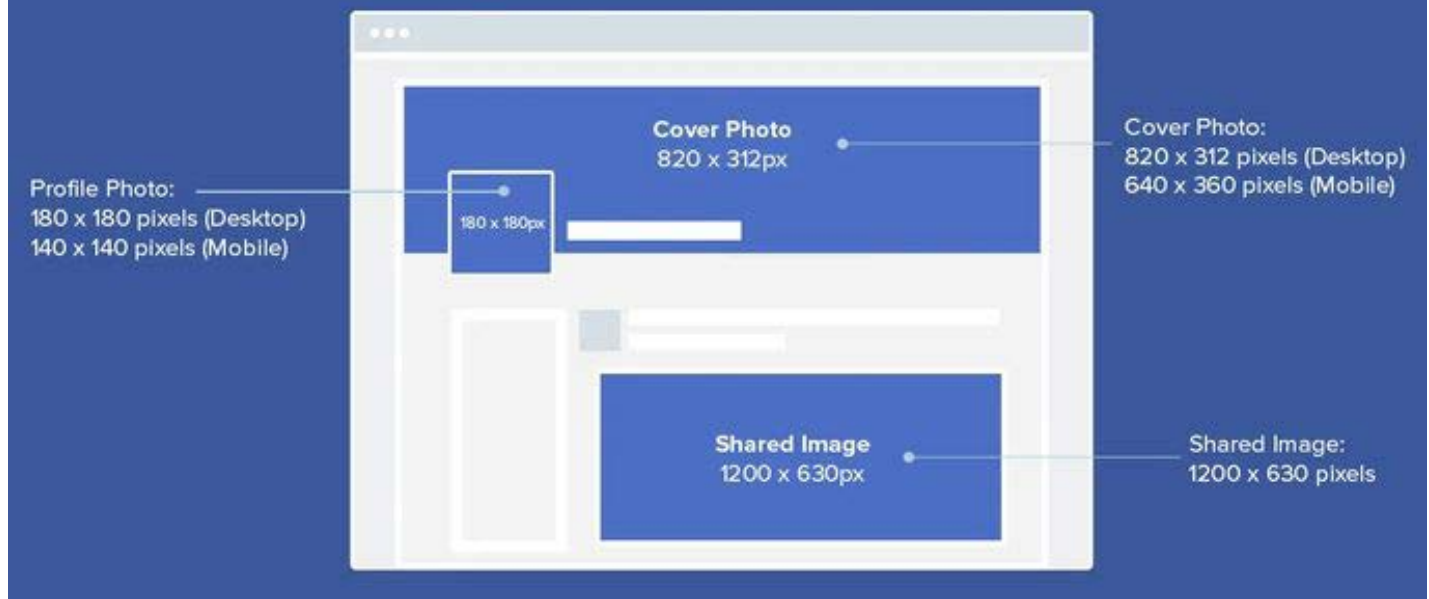
- If you don't have Facebook and/or instagram create accounts for your business
- Allocate someone in your business to be responsible for your Social Media
- Like/Follow other Mastercraft Licensees
- List of Licensee social media accounts here: [Kitchens & Electrical Licensees](#)
- Share posts from NSO socials
- Be active in the community and share your activity
- Actively take photos for Socials

“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”

Jeff Bezos
Chairman & CEO
Amazon



Facebook



Brand and Image Specifications

INSTAGRAM

Pixel size for photos: 1080px x 1080px, but try uploading at max allowed which is 2048px x 2048px

Facebook Profile Image

While not as prominent as your cover photo, the profile image is displayed at the top of your page and will be seen by most visitors. The optimal size for profile image photos is 180 x 180 pixels. Here are some additional image guidelines:

- Even though the minimum size is 180 x 180 pixels, it will appear on your company page as 160 x 160 pixels.
- The photo thumbnail is displayed as 32 x 32 pixels.
- Facebook Post Images. The optimal size for post (shared) images is 1,200 x 630 pixels. These guide lines will help you select and edit your shared images for optimum quality
- Recommended upload size is 1,200 x 630 pixels.
- Will appear with a maximum width of 470 pixels in Facebook feed.
- Will appear on a Facebook page with a maximum width of 504 pixels.
- Facebook Shared Link Images Similar to shared images, shared link images have an optimal size of 1,200 x 627 pixels. Keep these guidelines close by when uploading shared link images:
- Square photo has a minimum upload size of 154 x 154 pixels in feed.
- Square photo has a minimum upload size of 116 x 116 pixels on page.
- Rectangular photo has a minimum upload size of 470 x 246 in feed.
- Rectangular photo has a minimum upload size of 484 x 252 on page.

Facebook will automatically scale photos using the minimum dimensions. To avoid poor quality, increase image resolution when scaling.

Facebook Tab Images, also known as Facebook apps icons, they display on a company page at 111 x 74 pixels. They are located in the left sidebar, below "about" and "photos." If you upload an image larger than the maximum, Facebook will crop it to fit. When creating tab images, consider this: The bottom portion of the image is cut away, with the top left showing. If you are sharing images with fans, the favicon will display in their News Feed at 16 x 16 pixels, which is much smaller than the original upload size.