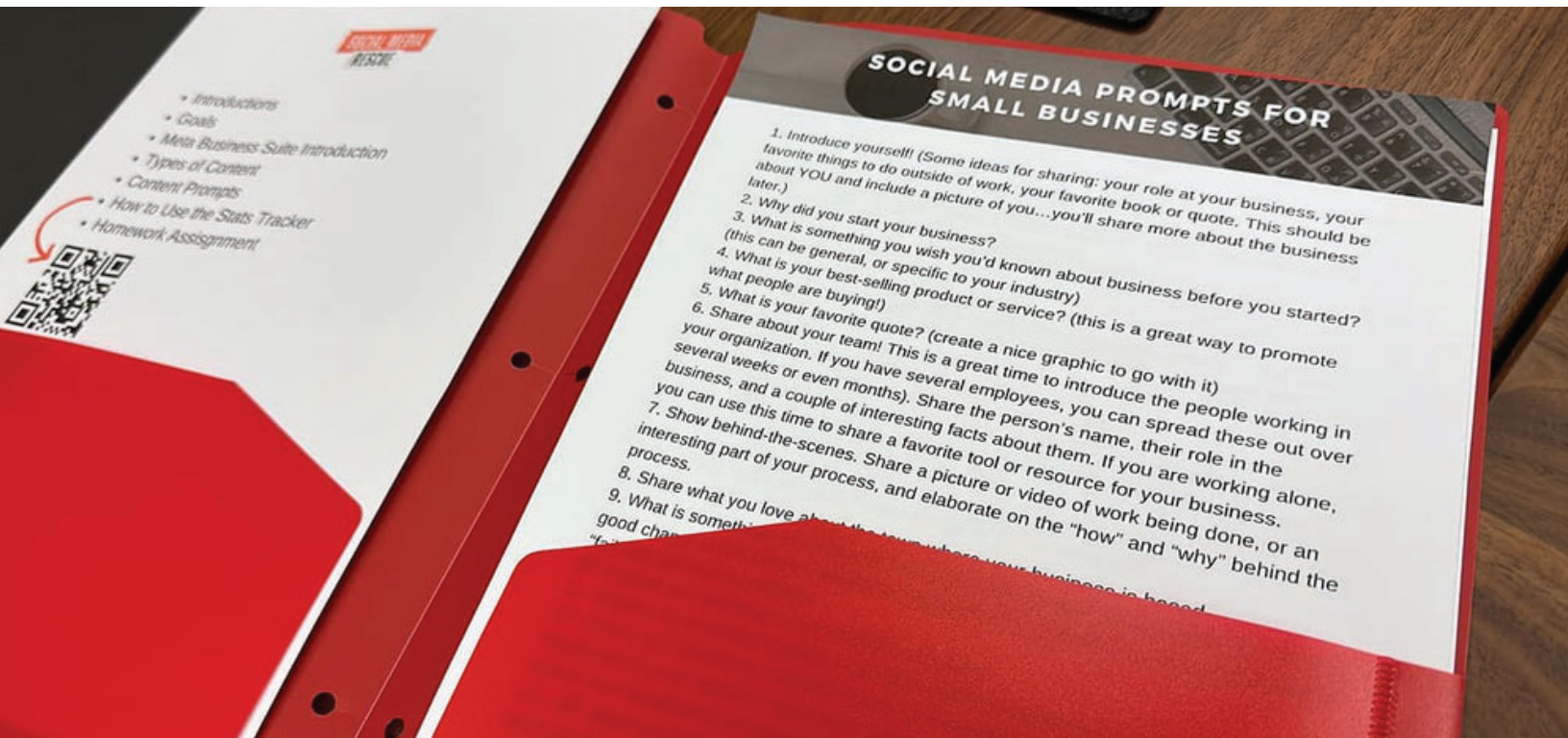


# SOCIAL MEDIA RESCUE

2023 - 2024 Report



## SOCIAL MEDIA PROMPTS FOR SMALL BUSINESSES

1. Introduce yourself! (Some ideas for sharing: your role at your business, your favorite things to do outside of work, your favorite book or quote. This should be about YOU and include a picture of you...you'll share more about the business later.)
2. Why did you start your business?
3. What is something you wish you'd known about business before you started? (this can be general, or specific to your industry)
4. What is your best-selling product or service? (this is a great way to promote what people are buying!)
5. What is your favorite quote? (create a nice graphic to go with it)
6. Share about your team! This is a great time to introduce the people working in your organization. If you have several employees, you can spread these out over several weeks or even months). Share the person's name, their role in the business, and a couple of interesting facts about them. If you are working alone, you can use this time to share a favorite tool or resource for your business.
7. Show behind-the-scenes. Share a picture or video of work being done, or an interesting part of your process, and elaborate on the "how" and "why" behind the process.
8. Share what you love about the way your business is being run.
9. What is something you think your business is doing well at?

# SOCIAL MEDIA RESCUE

## WHAT WE DO

The Social Media Rescue team is comprised of local social media and marketing professionals Greg Scott, DJ Shirley, and Carrie Lindsey.

Our Social Media Rescue class provides in-depth and personalized help for small business owners who want to improve their professional social media accounts. Through a series of three group classes and one personalized, one-on-one consultation, we help our participants uplevel their content with hands-on help in topics like photography and videography, how to use AI in their small businesses, scheduling tools, and Meta Business Suite management. We analyze their stats throughout the course to help them create evidence-based content that resonates with their audience.

Our goal is for our class participants to walk away with a better understanding of content creation and how to use social media to grow their business.



*“You are not going to want to leave the classes, there is no comparison where we are now versus where we were before.”*

# SOCIAL MEDIA RESCUE

## TOPICS COVERED:

- Content creation strategy
- Photo and video best practices
- Photo and video editing best practices
- Content scheduling process and procedures using Meta Business Suite
- Social media best practices
- Tracking stats and analytics to create an evidence-based content plan
- Graphic design software training
- One-on-one consultations with each business
- How to interact with local businesses, events, and hashtags to increase brand visibility
- Creating and utilizing an editorial calendar
- Feedback on social media platforms throughout the duration of the classes

“It was incredible to in a small group of like minded business owners learning the ins and outs of social media”

## RESULTS:

All class participants tracked their stats and analytics throughout the class. Here are the results.

### FACEBOOK

**1.6%** increase in followers

**49%** increase in number of posts

**120%** increase in engagement

**81%** increase in reach

### INSTAGRAM

**1%** increase in followers

**113%** increase in number of posts

**51%** increase in engagement

**111%** increase in reach

### AGGREGATE RESULTS

**2%** increase in followers

**162%** increase in number of posts

**172%** increase in engagement

**193%** increase in reach