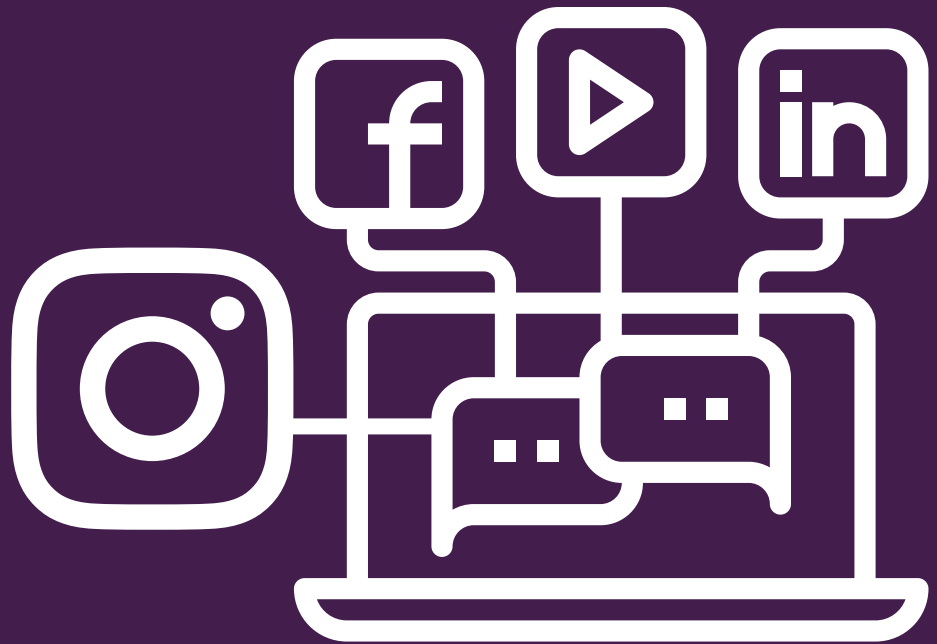


**SIGNAL**



# SOCIAL MEDIA

SIGNAL BIZHUB  
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# This month at the BiZHUB...

.....we're talking all things social success!

Social media has evolved as one of the cornerstones of an effective marketing strategy for businesses of all sizes, so this month we brought in the experts to learn more about how to use the platforms to build trust and grow your business online!

In our first session with Fruitful Marketing's James Wright, we looked at a variety of different platforms and focused on how important it is to choose one that feels right for your business.

Missed it? [Catch up here!](#)

Let's look at some exercises from James' session so we can start putting these learnings into action...

What can social media do for your business?

Can it connect you with your ideal customers? Perhaps increase trust? Name 3 things you think social media could do for your business:

1:

2:

3:

What two social media platforms do you think your customers are most likely to use?

1:

2:

What are you not doing on social media currently that could really help your business grow? Do you need to show your face more? Or come up with new content ideas?

1:

2:

Let's talk about LinkedIn...

Can you set up a business page?

Brainstorm some good content for LinkedIn - business updates, personal updates, opinion pieces, LinkedIn Articles...

1:

2:

3:

What's a good way to expand your LinkedIn network?

Weigh up the pros and cons for each social media platform for your business:

Pros

Cons

LinkedIn:

LinkedIn:

Instagram:

Instagram:

Facebook:

Facebook:

# 5 Reasons Your Business Should Be on Instagram!

Our second speaker of the month was SiGNAL's own Ellie Howkins! Ellie's super practical talk was all about giving you everything you need to start winning on Instagram - from what to put in your bio to a bunch of great content ideas!

Did you miss it? [Click Here.](#)

Let's run through some exercises based on Instagram...

A good profile needs a clear bio! In Ellie's talk, we learnt that a clear bio means telling people what you do and why they should follow you.

Have a go writing out some points for your bio:

You only get one clickable link on IG - in your bio! What will you link to?

Valuable content is key! What would your followers find valuable?

1:

2:

3:

4:

5:

**Name 3 things you could use for repurposing. Perhaps a recent blog, a talk, the content on your website?**

**1:**

**2:**

**3:**

**Collaboration is a great way to get seen by a new audience. Consider some collaboration opportunities for your business:**

**Do you still have any hesitations about using Instagram?**

**Here are Ellie's 3 priority actions points:**

**1: Nail your profile! Is there anything else you can do?**

**2: Post great content! (The next page gives you a load of ideas) What will you post?**

**3: Get discovered! Remember to use hashtags, location tags and tag people. Who could you tag?**

# Instagram Content Ideas:

Below, you'll find a bunch of content ideas. Pick two from each category that you will use and make some notes on what that could look like.

**Behind The Scenes:** Your process, How your business started, A day in your life, Your favourite part of your business, 5 facts about you, What's your USP?

1:

2:

**Educational:** 5 ways to..., 3 things you didn't know about..., My top recommendations for..., How I learnt that...

1:

2:

**Updates:** Current projects, What's going on in your industry? Has anything changed in your business? Any learnings?

1:

2:

**Social Proof:** Testimonials, Before/After photos, Reviews, Product shots

1:

2:

**The Sell:** Your products/ services, The benefits, Your niche, Why choose you?

1:

2:

