

Small Business

Social Media Playbook

About Fullscreen and AT&T

Fullscreen is a leader in social-first entertainment experiences, serving talent and brands through creative, strategy, and marketing that enable growth, engagement, and monetization of their audiences. Its unique clientele includes over 400 brands and over 2,500 creators and celebrities that generate more than 7 billion monthly video views across a global network of social channels. Serving a broad range of clients from offices in Los Angeles and New York and with team members across the country, Fullscreen is a wholly-owned subsidiary of Otter Media, a WarnerMedia company. For more information, visit www.fullscreen.com and follow on social media at @fullscreen.

Part Two

UNDERSTANDING SOCIAL PLATFORMS

By now, if you have completed Part 1 - Developing Social Purpose, you are able to identify the audience for your brand, position yourself competitively and know how to talk to your consumer.

In this next phase of your social journey, we will give you an overview of what each social platform is used for and help you identify which are the right choices for you and your business.

- Step 4 - Identify a priority platform

4 Step Four

Identify a priority platform.

We've moved past the era of businesses needing to be on every social platform just because. Now, businesses need to be smart about which platforms suit their business needs and adjust in real time. While you can definitely be on multiple social media platforms, try to place focus on a single platform or two that will serve you best.



4 Step Four

How To - Priority Platform Identification

Lean into the platforms that will work the hardest for your business (considering also the ones that you can maintain).

Is your audience on the platform, does the content you're able to create lend itself to the platform, etc.

| | Facebook | Instagram | Twitter | YouTube | Pinterest | LinkedIn |
|----------------------------|---|---|---|---|--|---|
| What Works | <ul style="list-style-type: none"> • Strong storytelling • Community-building through Facebook Groups • Strong paid targeting capabilities | <ul style="list-style-type: none"> • Visual-first content • Inspiration and motivation • Engaging features like stories, live video, or shoppable tags | <ul style="list-style-type: none"> • Sharing business news • Event coverage (virtual, at-the-moment) • Real-time updates and conversations | <ul style="list-style-type: none"> • Informing and educating through product videos • Ongoing content series with storytelling elements | <ul style="list-style-type: none"> • How-tos and DIYs • Using vertical images that fill the feed | <ul style="list-style-type: none"> • B2B marketing • Highlighting employees • Recruiting employees |
| Creative Considerations | <ul style="list-style-type: none"> • Video series • High-quality photography | <ul style="list-style-type: none"> • High quality content with strong branding • Aspirational imagery • Product info and education | <ul style="list-style-type: none"> • Business news • Memes, GIFs, trends • Community reply-threads | <ul style="list-style-type: none"> • Serialized videos • Captivating content that provides value • Product videos | <ul style="list-style-type: none"> • High quality, vertical images • Informative graphics, tutorials • Product descriptions in pins | <ul style="list-style-type: none"> • Detailed company page • Video brand promotions and updates |
| Small Business Application | An excellent resource for small businesses to build awareness and community. | A place for small businesses to launch live events and engage with consumers. | A platform for small businesses to adopt a unique voice and engage with pop culture. | A place for small businesses to add value by teaching consumers something new. | A great resource for businesses looking to share food recipes, arts and crafts, home decor ideas. | A useful tool for small businesses looking for support from other companies. |

Social Starter Kit

If you do not have any social pages set up yet, up next is a checklist for you to consider when creating your business profiles. These are general guidelines that apply to any platform (Facebook, Twitter, Instagram, Pinterest, etc.), though the process for setting each one up varies by channel.

Getting started

- **Identify your social goals.** Determine what you want to get out of your social media efforts. It could be to drive awareness of your business, to engage with content, to drive purchases, etc.
- **Pick the platforms that make the most sense for your business.** Don't feel like you need to set up profiles on every major social media platform. Be strategic and intentional! Choose platforms that serve your business' needs and your audience's needs.
- **Have the email address associated with the business handy for profile creation.** If this account needs to be accessed by multiple employees, consider using a shared business email address.
- **Decide on handles and/or page names.** If you are creating accounts across multiple platforms, pick a name that is available on all of them so your social media presence is consistent. For example, we would want @OnceUponADonut on both Twitter and Instagram — not @OnceUponADonut on one and @UnicornDonutStore on the other.
- **Make sure to create business profiles.** There are personal profiles and business profiles available across every major platform. The business profile gives you access to post metrics and audience breakdowns that you don't get with personal profiles. If you have a personal profile set up on accident, don't worry! You can switch to professional accounts post-account creation if needed.

Once your page is created...

- **Upload a Profile Photo & Cover Photo.** Choose a strong profile picture that features your logo. Pick a cover photo that shows what you do best. Use the same profile photo for every social media account you create.
- **Write your Bio & About Section.** Write a bio that clearly states what you do and include a website link. Fill out the Facebook About section thoroughly with contact info, hours, etc. It should be extra clear to someone who first stops by what your business is, what you do, and how to get in contact.
- **Link to your newly created platforms on your website.** Consider sending out emails to loyal customers announcing you're now on ___ so they can follow you for updates.

COVID-19 Considerations

Because customers are likely to be active on social media, there are a few features platforms are encouraging to better connect businesses with fans.

Live Video

Live video can serve as an entertaining and community-building activity and an opportunity to host live events.

- Facebook Live + Facebook Stories
- Instagram Live + Instagram Stories
- YouTube Live
- Promoting other services outside of social - Zoom, Google Hangouts

Pinned Content

Pinning important content to the top of your feed can alert customers to what's important.

- Pinned Facebook Posts
- Pinned Tweets
- Instagram Story Highlights

Messenger

Messaging functions can be used by customers to interact with businesses.

- Facebook Messenger
- Instagram Direct Message
- Twitter Direct Message

Once Upon a Donut Shop

PLATFORM PRIORITY



Primary It's a go-to platform for its ideal audience (Millennials) and it's a hub for all-things-food content. It uses this for posting delicious photos of their donuts to drive awareness.



Secondary Mainly where it posts promotions and news updates and utilize paid media to find new audiences.



Secondary It uses Pinterest to spread the word with eye-catching donut imagery linking back to their website that hosts recipes for the donuts.

