

# 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](http://www.fullscreen.com) and follow on social media at @fullscreen.

# Part One

## Developing Social Purpose

In this first of our 5-part series, we will set you up for success by working to create the basis of your online social presence.

In this section, we will guide you through your first 3 steps to a meaningful online presence:

Step 1 - **Identify your ideal social media audience.**

Step 2 - **Find your competitive positioning.**

Step 3 - **Develop your tone.**

# 1 Step One

## Identify your ideal social media audience.

Before you do anything, you want to identify your **ideal social media audience**. These are the people you want to see and interact with your content on social, and the people most likely to want to buy your product or service. This can be as broad as a generation or as specific as Men, 22-27, living in the Northeast, who have an interest in water sports.

Determining your ideal social audience is the first step in putting a focused effort on understanding:

- Their actions and behaviors
- Where they spend their time
- How they need you the most
- Where you can best meet them online



# 1 Step One

## How To - Social Audience Identification

1.

**Identify who currently buys your product or service.**

How old are they? What is their life stage (Married? Kids? Single and just out of college)? Where do they live? What's their household income?

2.

**Consider if this is an audience you want to continue growing or if it's a new group you're hoping to reach.**

I.e. Your customers may currently be Boomers, but you want to reach Millennials. Millennials would become your primary ideal social media audience.

3.

**Get to the bottom of your customer's core needs.**

Why would they turn to a small business rather than a large one? This will help you finesse messaging and time your posts to reach audiences when it's most relevant.

4.

**Use your ideal audience's social habits as a guide.**

Where do they spend their time online? What are their favorite social platforms? What are their social behaviors? What kind of content do they interact with (watch, like, or comment on)?

5.

**Meet them in those places with content that will resonate.**

Understanding your ideal social media audience will help you create social content that will resonate on a deeper level.

# Does your audience fit into one of these generations?

## Gen-Z

**12-22 years old**

### Generation Size

81 Million

### Events That Have Shaped Them

Smartphones, social media, never knowing a country not at war, and seeing the financial struggles of their parents (Gen X).

### Spending Habits

This generation has seen the struggle of Millennials and has adopted a more fiscally conservative approach. They want to avoid debt.

## Millennials

**23-38 years old**

### Generation Size

95 Million

### Events That Have Shaped Them

Great Recession, the technological explosion of the internet and social media, and 9/11

### Spending Habits

Millennials have less business loyalty than previous generations. They prefer to shop product and features first and have little patience for inefficient or poor service.

## Gen-X

**39-54 years old**

### Generation Size

82 Million

### Events That Have Shaped Them

End of the cold war, the rise of personal computing, and feeling lost between the two huge generations.

### Spending Habits

Since they are digitally savvy, Gen X will do some research and online shopping, but still prefer to do transactions in person.

## Boomers

**55-73 years old**

### Generation Size

76 Million

### Events That Have Shaped Them

Post-WWII optimism, the Cold War, hippie movement.

### Spending Habits

This generational cohort still prefers to use cash, especially for purchases under \$5.

# 1 Step One

# COVID-19 Considerations

Right now, customers are faced with numerous changes as they abandon their day-to-day and take on a new and unfamiliar lifestyle. They're looking for businesses to embrace three key themes.

## Humanity

Be real and acknowledge these tough times. This will help your business be more human.

## Community

Understand customers' current state and aim to use social media to drive meaningful connections through comments and share

## Comfort

Customers are looking for reassurance that everything is going to be OK. Leverage positivity when talking to your ideal audience.

# Once Upon a Donut Shop

## IDEAL AUDIENCE: MILLENNIALS

Before the shutdown, Once Upon a Donut saw a lot of families and children coming in to get their Sunday morning donuts.

Once Upon a Donut wants to branch out to reach a younger audience - millennials and millennial families. The owner knows that millennial families are proponents of supporting small businesses, they're into treating themselves and they are experts at social media, particularly Instagram (a great foodie destination).



## 2 Step Two

# Find your competitive positioning

Before you hone in on your digital persona, it's important to have an understanding of what types of messaging and content are already being put out by competitors in the social landscape—so you can better stand out and be fully, uniquely you.

Once you have a good understanding of the competitive landscape, it's time to identify your competitive positioning! This will help you create content that feels true and authentic to your business, and your business alone. This positioning could even be the reason you started your business to begin with—because you saw an opportunity in an area that had yet to be explored by someone else.



# How To - Competitive Analysis

1.

## Identify which of your competitors have social channels.

If your competitors don't have social channels, you have the opportunity to lead in the space.

4.

## Decipher what their social goal is.

What messaging are they leaning heavily towards? Are their posts looking to drive sales by linking to their website or using shoppable posts? Are they looking to build a community?

2.

## Look into which social media platforms they are on and which they are prioritizing.

Which platforms are they posting the most content on? Which platforms are they getting the most engagement (likes, comments, and shares) on?

5.

## Evaluate their posts.

Do you LIKE their creative? What do you like or dislike about it? Do you feel like it's helping them reach their goal?

3.

## Consider how often they are posting.

Consider how often they are posting. Are they posting daily? Weekly? Bi-weekly? Is this posting cadence working for them from an engagement standpoint, meaning are customers engaging with their posts consistently?

6.

## Take notice of any taglines, catchphrases or hashtags.

A lot of times, a business' tagline is indicative of how they view their competitive positioning. By clicking on their most-used hashtags, especially if they are hashtags that business created, you can identify if and how customers are talking about the business.

# How To - Competitive Positioning

**1.**

**Think about what is unique about your business.**

Is your product offering completely unique to the landscape? Has your family been in business for a long time? Are you the only local business in a city of chains?

**2.**

**How does your business satisfy a customer need?**

Why would customers be compelled to frequent your business? What can your business provide to customers that others can't?

**3.**

**Are any of your competitors messaging a similar trait?**

If so, get more specific. For example, if there are two local businesses in a city of chains, you could also leverage the fact that you get to know each customer on a personal level.

**4.**

**How would you communicate that in one sentence.**

Think about your answers to questions 1 and 2. How would you summarize that into one succinct sentence or phrase? That's your competitive positioning.

# COVID-19 Considerations

**Think about how your business can provide value on social in these times, especially if your competitors aren't.**

Is it messaging about opening your store an hour early for the elderly? Is it by providing easy recipes for people to cook while they're home? Is it about providing a fun DIY tie-dye tutorial to pass the time?

**Consider partnering with competitors if you can accomplish greater good.**

In times like these, it's important to think about the greater good rather than the business benefit. Partnering not only has the potential to have a greater impact, it shows your business puts humanity above all else.

**Think about if your competitive positioning is affected by COVID-19.**

For example, are you known for your fast service, but now things have slowed down? Are you known for friendliness in-store, but now all your business is online?

**If so, think about how you can adjust to be sensitive during this time.**

For example, if friendliness is the backbone of your brand, translate that in-person friendliness to friendliness online by responding to comments and posting inspirational messages to help get your customers through the day.

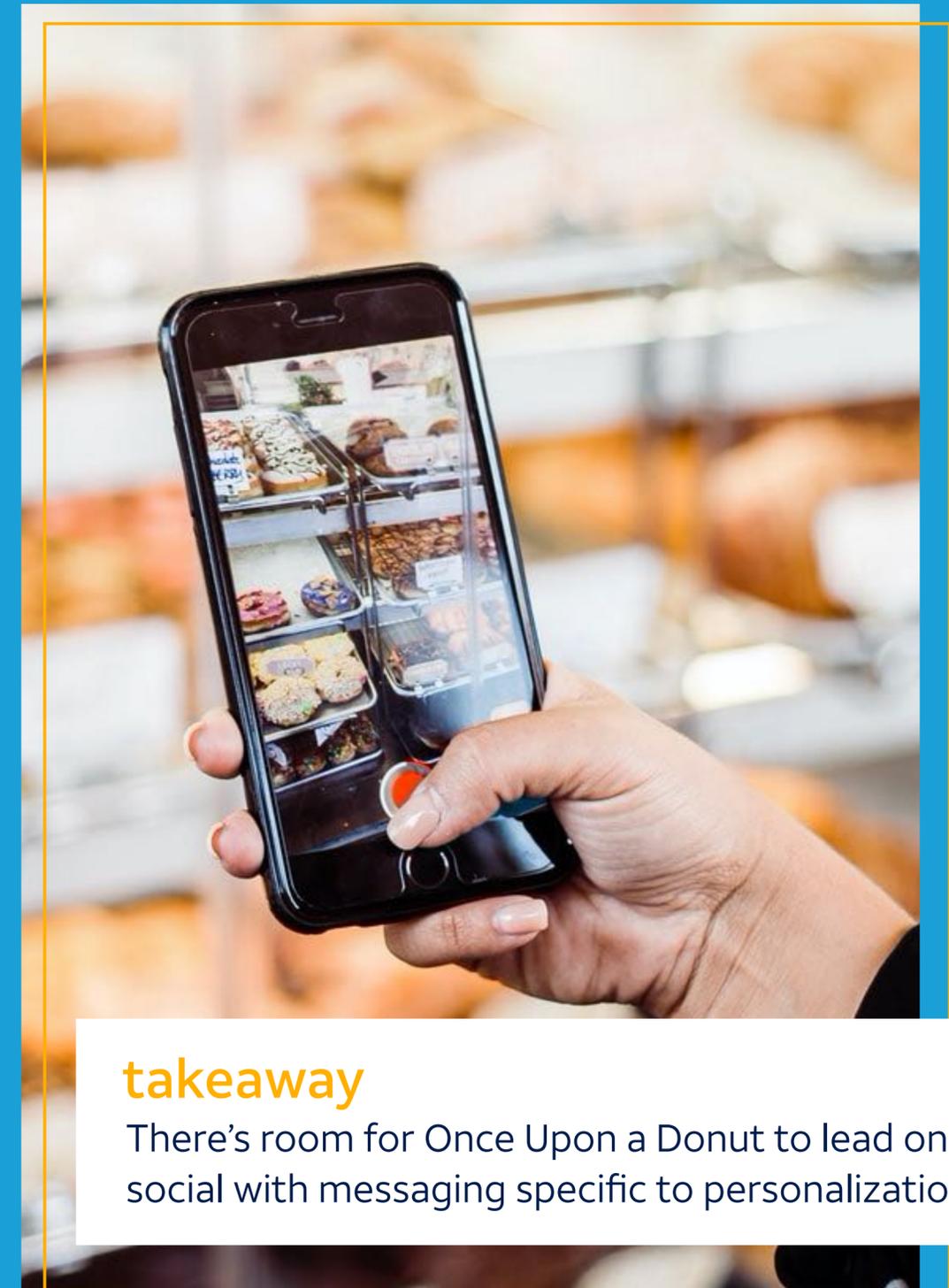
# Once Upon a Donut Shop

## COMPETITOR EVALUATION

Of all of their donut competitors in their community, only two others have social handles. Both shops only have a Facebook page.

**Competitor #1:** Posts every day but only highlights the donut of the day, which they offer for 50 cents. The business utilizes the hashtag #ClassicANDFresh. It gets minimal engagement from customers on social. The posts are boring.

**Competitor #2:** Hasn't posted in three months. However, its last post was a partnership with an influencer who taste-tested their donuts on Facebook Live. The influencer called the donuts the "best tasting donuts in Glazed" and the post garnered high engagement. The post was fun.



### takeaway

There's room for Once Upon a Donut to lead on social with messaging specific to personalization.

# Once Upon a Donut Shop

## COMPETITOR POSITIONING

Once Upon a Donut is unique because it provides innovative, new donut flavors and designs each week. It's the newest donut shop in town and have picked up steam due to the beloved unicorn donut.

The other donut shops nearby only provide classic flavors and little to no design other than sprinkles. Once Upon a Donut also has the ability to create personalized donuts for parties, gatherings, etc.

## Their Competitive Positioning

**DONUTS WITH CHARACTER AND PERSONALITY – SOMETHING NEW, JUST FOR YOU, FROM 8-2!**

## COVID-19 adjustment

Since the business is not open until 2AM at the moment, its competitive positioning had to shift slightly. It temporarily moved away from messaging about being open late, but started posting create-your-own fantasy donut decorating activities for parents and their kids at home.

# 3 Step Three

## Develop your tone.

Tonality and messaging relevance are more important than ever as customers seek solutions to the challenges they're facing. Developing a distinct digital persona can help with that. A digital persona is the personality that comes through in both your written voice (like written captions on your posts) and also the creative you post (photos, videos, Instagram Stories, etc). Being specific and consistent in developing this persona can:

- Give your business a human touch
- Help foster connections with customers
- Make your business recognizable
- Set you apart from competitors



# How To - Tone Development

1.

## Hone in on your business persona as a whole.

If your business was a person, how would you describe it?

Are you “friendly and neighborly”? “Sassy and sharp”?

2.

## Let your audiences’ verbal behavior inspire you.

Are their sentences long and flowy, or short and sweet? Do they use slang and emojis? Proper punctuation and grammar? Do they speak more formally or casually?

3.

## Create a social tone-of-voice manifesto, or guidelines.

What message do you want audiences to take away from your communication?

**Example:** Apple’s Think Different - a mission statement for their business, Apple incorporated this message into all of their communications.

4.

## Get specific.

Create a “we are” and “we are not” chart.

**Example:** We are knowledgeable. We are NOT condescending.

# COVID-19 Considerations

## Reconsider your existing tone.

Right now, empathy and understanding can go a long way, while sarcasm may come off as insensitive.

## Avoid posting with an overly promotional, self-serving or salesy tone.

This can be seen as tone deaf and comes with the risk of alienating customers both now and in the long run.

## Consider updating your message.

Is the message appropriate given the current context in your local market?

## Encourage positivity.

Remain positive while acknowledging the reality of the situation. Continue to celebrate unrelated-to-COVID-19 moments, positive thinking and tips to keep fans' spirits up.

# Once Upon a Donut Shop

## TONE OF VOICE >

### Do

- Sprinkle in humor
- Indulge in emojis
- Stay sweet

### Do-not

- Be a comedian
- Overuse slang
- Be saccharine

