

We help businesses grow!

INSIDE

Why Use Social Media?



Six Step Social Media Framework



Swans on the Upper Chukuni
Photo courtesy of Woodland Economic Region

Social Media Webinars

Driving Digital Success:
Strategies for Small Businesses
to Succeed Online


Launch a Successful
Social Media Campaign
For Your Small Business

**How Often Should I Post
On Social Media?**

Save the Date

Red Lake Winter Carnival

February 14 - 17, 2025



Red Lake 2025
WINTER CARNIVAL

Information Meeting
January 14th
at 5 pm
at the Heritage Centre



CHUKUNI

Communities Development Corporation

Why Use Social Media?



- **Connecting with New Audiences**
60% of Instagram users find new products on this platform
- **Building Relationships**
Market your brand personality and voice engaging the community and sharing your brand values.
- **Increasing Website Traffic**
Create interest in the products and services on your website with your social media content potentially resulting in increased website traffic and additional sales.
- **Distributing Targeted Messaging**
Social media platforms allow marketers the ability reach their target audience with ads and messaging that match their specific interests and needs.
- **Conducting Market Research**
“Listening” to social media conversations allows marketers to gather insights from what is working for competitors.
- **Sharing Expertise**
Social media sites including Instagram, LinkedIn and Twitter, allow organizations to set themselves apart from their competitors by using “engaging, insightful, and relevant content”.
- **Managing Reputation**
These social media sites provide a straightforward method of interaction with your clients and issues can be quickly resolved.
- **Evaluating Analytics & Insights**
Track the interests of your community, see who is engaged, and the top performing activities and content by using analytics tools available on most social media platforms.

The information found on this page was based on the free textbook:
FOUNDATIONS IN DIGITAL MARKETING, Chapter 13 – Social Media Marketing.
For additional information check out the following link:
<https://opentextbc.ca/foundationsdigitalmarketing/chapter/social-media-marketing/>
You may download this textbook at: <https://opentextbc.ca/foundationsdigitalmarketing/>

A Six Step Social Media Framework



Step 1: Listen and Learn

Use social media to learn what your customers want. Listening helps you to develop a social media strategy to reach your target audience.

Step 2: Define Goals, Objectives, and Target Audiences

It is important to know what you want to achieve and who you want to reach with your social media.

Step 3: Choose Channels

Take time to choose the type of social media marketing that will work best for your organization's target audience.

Step 4: Create Content

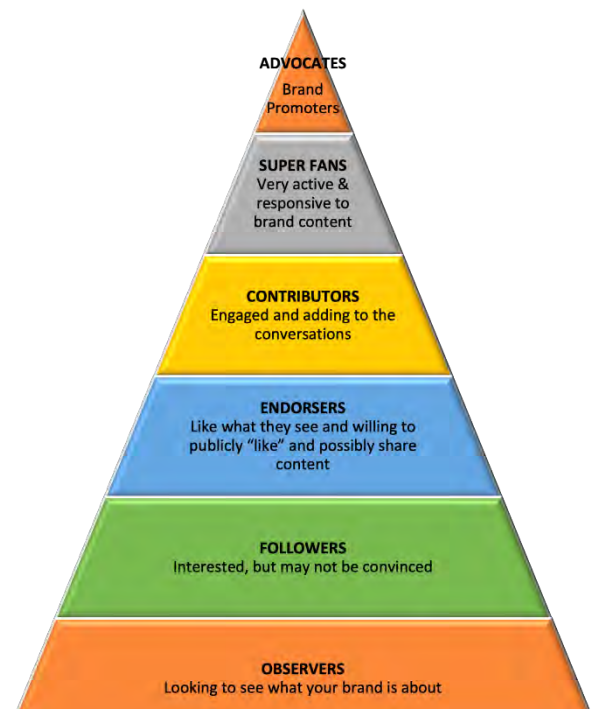
Deliver content based on what you are trying to achieve, what works best on your chosen channel and target audience.

Step 5: Engage the Community

Build positive connections with your target audience by using engaging content that will encourage them to share, like, and post.

Step 6: Measure, Analyze, and Optimize

To know if your social media marketing is successful, it is important to measure through online analytics, surveys, and content analysis. Based on the results you will be able to see what worked and what didn't.



Engagement Pyramid

[\[Image description\]](#)

opentextbc.ca/foundationdigitalmarketing/chapter/social-media-marketing/#idep

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Webinars

DIGITAL
MAIN ST.

Driving Digital Success

Strategies for Small Businesses to Succeed Online

Thursday January 9th 2025 11:30am - 12:30pm ET

Thursday February 13th 2025 11:30am - 12:30pm ET

Thursday March 13th 2025 11:30am - 12:30pm ET

Register now at digitalmainstreet.ca/events



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Launch a Successful Social Media Campaign

For Your Small Business

Thursday January 23rd 11:30am - 12:30pm ET

Register now at digitalmainstreet.ca/events

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How Often Should I Post on Social Media?



Facebook

2-5 times a week

- Only post 1-2 times per day
- Slightly better to post on Sundays



Instagram

3-7 times a week

- Best times: 9 am, lunchtime, & around 7 pm
- Best days: Tuesday, Wednesday, & Friday



Twitter

2-4 times per day

- Content moves quickly, posts have a short lifespan – Publishing more is better



Pinterest

at least once per week, no more than once per day

- Content has a long shelf life
- Best days: Tuesday, Thursday, & Friday



LinkedIn

2-5 times per week

- As this is a business networking platform, posts shared during business hours Tuesday through Friday perform best



TikTok

3-5 times per week

- Work up to TikTok's recommended schedule of 1-4 posts per day
- Best days: Tuesday & Wednesday

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**Social media is here.
It's not going away; not a
passing fad. Be where your
customers are: in social media.**

LORI RUFF,
SPEAKER, AUTHOR

”

 SOCIALCHAMP



Federal Economic Development
Agency for Northern Ontario

Agence fédérale de développement
économique pour le Nord de l'Ontario

Canada 

SMALL BUSINESS NEWSLETTER

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