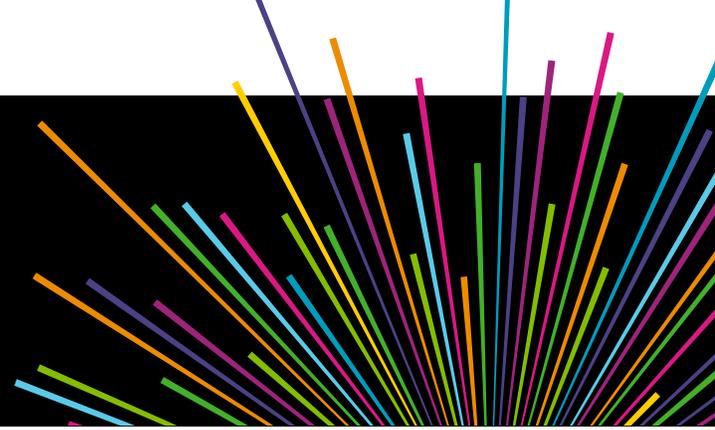


# Your Small Business Social Media Guide



Small Business Saturday is the kickoff of the holiday shopping season and gets locals excited about – BUYING LOCAL. Leading up to this day of all things local, social media can really amp up your efforts to increase foot traffic on the big day. **Make the most of social media this Small Business Saturday with our quick guide.**

## Promote

Promote your social handles on your packaging and all your branded apparel, as well as on your email communications to your loyal customer base. Make online followers out of in-store visitors.



## Ask Questions

Ask questions on your social channels to encourage follower responses. Ask which promotion they would be most excited to cash in on for Small Business Saturday or which color or trend they are most excited about this season so you can be “on point” with your in-store experience.

## Respond

Respond to customers on social – even the angry ones. A response can turn an angry customer into a loyal fan. Responding is more than half the battle. And, if shoppers post praise or good experiences, respond to it as well!

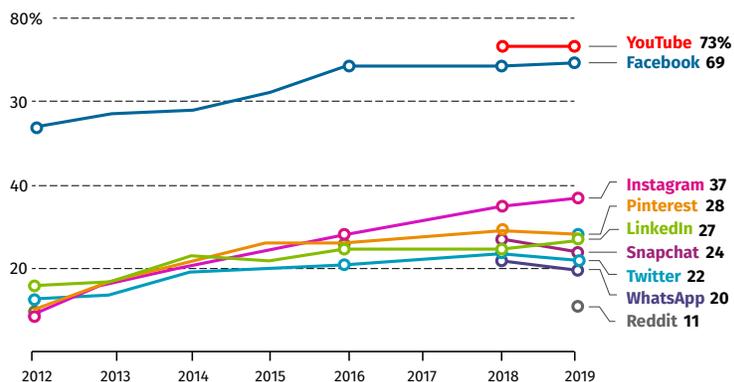
## User-Generated Content

**User-Generated Content.** Need I say more? Ask customers to post photos of themselves using or wearing your products with a custom hashtag. This is a great opportunity for you to respond and share on your business’s social platforms – and also **the absolute best and most authentic form of advertising.**

## The Biggies

For a local retailer, the four main social platforms are **Facebook, Twitter, Instagram** and – should you have an inspirational flare – **Pinterest.** Here’s what you need to know about them.

**% of US adults who say they ever use the following platforms or messaging apps online or on their smart phones**



PEW RESEARCH CENTER



# facebook

1.1K 1 Comment

Like Comment

**Best For:** Pics, Promos, Events, Contests & Giveaways

Like · Reply

Photo/Video

**Basic Image Post:**  
Generally any size will work, but optimal size is 1200x628

Create Post

**Post Length:** Ideally 40-50 characters

Photo/Video Tag Friends Feeling/Activ... ⋮

**Primary Audience:** Anywhere from 25 - 55+, both men and women

**Cover Photo:** 820x312 and avoid important parts of image too close to edge

**Event Cover Photo:** 1920x1080

Create Post Photo/Video Live Video Life Event

**Pro Tip:** Tag people and pages when applicable. Use Facebook Events to invite people to your special Small Business Saturday event.

## twitter

**Max Tweet Length:** 280 characters, or roughly 50-60 words  
**Ideal Post Length:** Under 100 characters

Tweets Tweets & replies Media

**Best For:** Pics & promotions

**Basic Image Post:** Image sized at 1200x675

**Profile Pic/Logo:** 400x400  
**Header Image:** 1500x500

**Primary Audience:** 18 - 29, both men and women

**Pro Tip:** Monitor mentions and retweets (respond to questions/complaints/praise or people tagging you in their photos/posts)

## instagram

**Max Post Length:** 2,200 characters, or several hundred words  
**Ideal Post Length:** 138-150 characters, or about 30 words

**Best For:** High-impact photos, brand-building, User Generated Content

**Primary Audience:** 18 - 35, mostly women, but that's shifting

**Pro Tip:** Use Instagram Stories to create video content for your followers. Keep it under 15 seconds and make it engaging even without sound.

**Basic Image Post:**  
Square 1080x1080  
Portrait 1080x1350  
Horizontal 1080x608

# Pinterest

**Best For:** High-impact photos, inspirational content, how-to guides

**Primary Audience:** 18 - 45, mostly women

**Recommended Image Size:** 2:3 aspect ratio, or 600x900

More ideas for your board

**SMALL BUSINESS**

Explore

**Post Length:**  
**Title:** Up to 100 characters. If you don't fill out a title, people will see your Pin description instead.  
**Description:** Up to 500 characters. The first 50-60 characters are most likely to show up in people's feeds, so put your most important info first.

**Pro Tip:** Try to add content most days of the week. Evenings and weekends are peak times for posting. Lifestyle images get more engagement than product shots.



## Here's to a successful Small Business Saturday

**As your local communications provider, we are strong supporters of Small Business Saturday and the Shop Local movement.** We wish you happy holidays and a profitable shopping season. Should your business discover the need for additional bandwidth to deliver exceptional guest WiFi and keep that card scanner operating at its best, pay us a visit at [kineticbusiness.com](http://kineticbusiness.com). We've got the high-speed connections to take your retail business to the next level!



kinetic business

by windstream.

<https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>

<https://sproutsocial.com/insights/social-media-for-retail/>

<https://www.bluecorona.com/blog/which-social-media-platforms-best-for-business>

<https://blog.thewholebraingroup.com/2016-checklist-smart-social-media>

<https://blog.hootsuite.com/how-to-use-pinterest-for-business/>

<https://sproutsocial.com/insights/social-media-character-counter/#pinterest>

<https://business.pinterest.com/en/blog/sizing-images-for-your-pins>

<https://later.com/blog/instagram-video/>

<https://www.socialreport.com/insights/article/360020940251-The-Ultimate-Guide-to-Social-Media-Post-Lengths-in-2019>

<https://blog.tailwindapp.com/instagram-image-size-guide-2019/>

<https://louisem.com/228434/pinterest-pin-size>

<https://louisem.com/217438/twitter-image-size>