



# LUNCH & LEARN



**HWH MEMBER EXCLUSIVE!**

Horizon West Happenings Presents:

# Social Media Best Practices

Presented by Jess Fitch and Sarah Lemp

# Welcome & Purpose

## Maximizing Connections Through Social Media

### Event Goals

The primary goal of this Lunch & Learn is to equip our Business Members with essential social media best practices that maximize exposure and foster connections within the community.

### Takeaways

Be sure to ask questions, lean in and be open to fresh ideas and concepts to try with your business. This presentation will live on our website as a resource for you!



# Let's Say Hi!



## Name

Introduce yourself by sharing your name, which sets the foundation for connections throughout the session and fosters a welcoming environment for everyone involved.

## Business

Briefly describe your business to help others understand your field and discover potential collaboration opportunities, creating a network of resources and support within the group.

## Learning Goal

Share your primary learning goal in one sentence to guide the discussion, ensuring that the session addresses your specific interests and maximizes the value of the experience.

# Where to begin:



## Consistency

Regular posting builds trust and keeps your audience engaged. It doesn't need to be perfect, but trying to stay on a schedule helps!

## Engaging Content

Focus on storytelling to resonate emotionally with your audience.

## Leveraging Video

Video often achieves higher engagement rates than images.

# What Do I Post?



## Personal, authentic stories

Share a heartfelt story about your journey, illustrating challenges faced and lessons learned. This authenticity helps create a deeper connection with your audience and builds trust. Our community is drawn to the owners behind the brands!

## Community building

Highlight a local event or initiative your business supports. Connecting your brand to community efforts showcases your involvement and encourages others to engage with both your business and the community. This also includes engaging with other businesses online!

## Value – add

Provide educational content that addresses common questions or problems faced by your audience. This positions you as an expert and adds significant value to your social media presence.

# Let's try it!

**Come up with 1 content idea for each of these pillars:**

## **Personal, authentic stories**

Perhaps a pivot during COVID or a new way you're doing business with the changes in the economy. This authenticity helps create a deeper connection with your audience and builds trust. Our community is drawn to the owners behind the brands!

## **Community building**

Do you work with a non profit, give back to the local schools, or have give back programs during the year? Can people visit you outside of your traditional brick and mortar storefront, what else are you involved in?

## **Value – add**

Charlo from Kingdom Energy Solutions can give energy saving tips that anyone can do, EasyVet in Winter Garden can share tips on how to keep our cats healthy, etc.

# Examples of Great Content:



## Personal Story

Share your journey to connect and engage meaningfully. Why did you start your business, who do you love to support in the community, etc.



## Community Event

Highlight local events to foster community spirit and involvement. Where can people come and support you? Are you involved in anything beyond your business?

# When Do I Post?



## Discover optimal days and times for enhanced social media visibility

Understanding best posting times is crucial for boosting engagement and reaching your audience effectively in the crowded social media landscape.

Think about your ideal client/customer – break down when they will most likely be on social media.

Use the tools you have, Meta Business Suite and Instagram both show when your audience is online.

# Our Marketing Channels

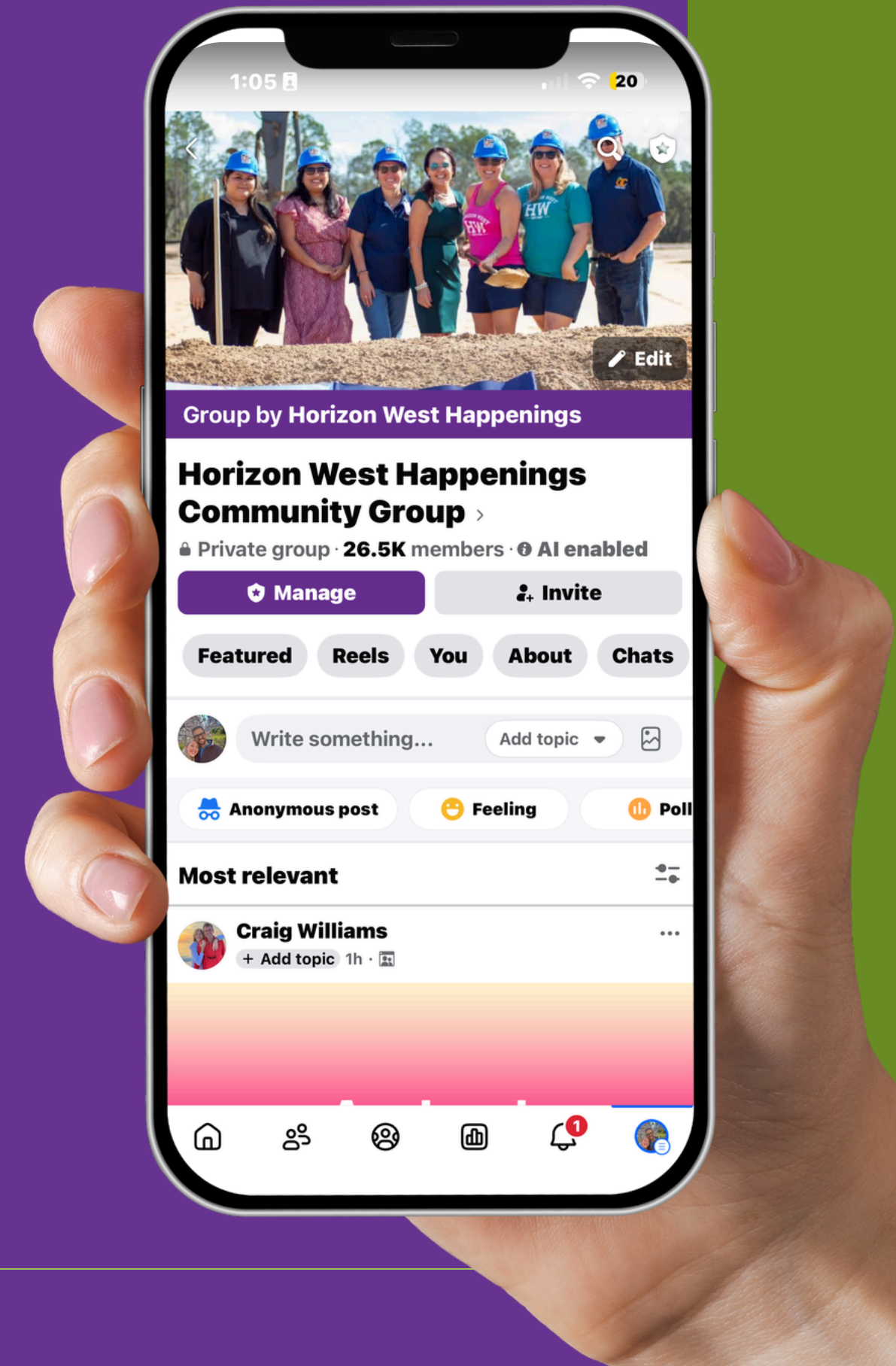
## Understanding Groups, Pages and Audiences

### Groups vs. Pages

Groups allow for community interaction, enabling members and a niche audience to share experiences and insights. In contrast, Pages serve as professional profiles for businesses, showcasing products and services effectively. In our Community Group – you're accessing your ideal client/customer market – 26k residents and growing!

### Instagram vs. TikTok

Instagram focuses on visuals and storytelling while TikTok emphasizes short, engaging videos. Each platform has unique audience engagement styles, requiring tailored content strategies for success. We share content and use our Instagram as a digital Main Street for Horizon West, showcasing events, resources, things to know and do and how to engage with our community.



# Image & Video Tips

## Images

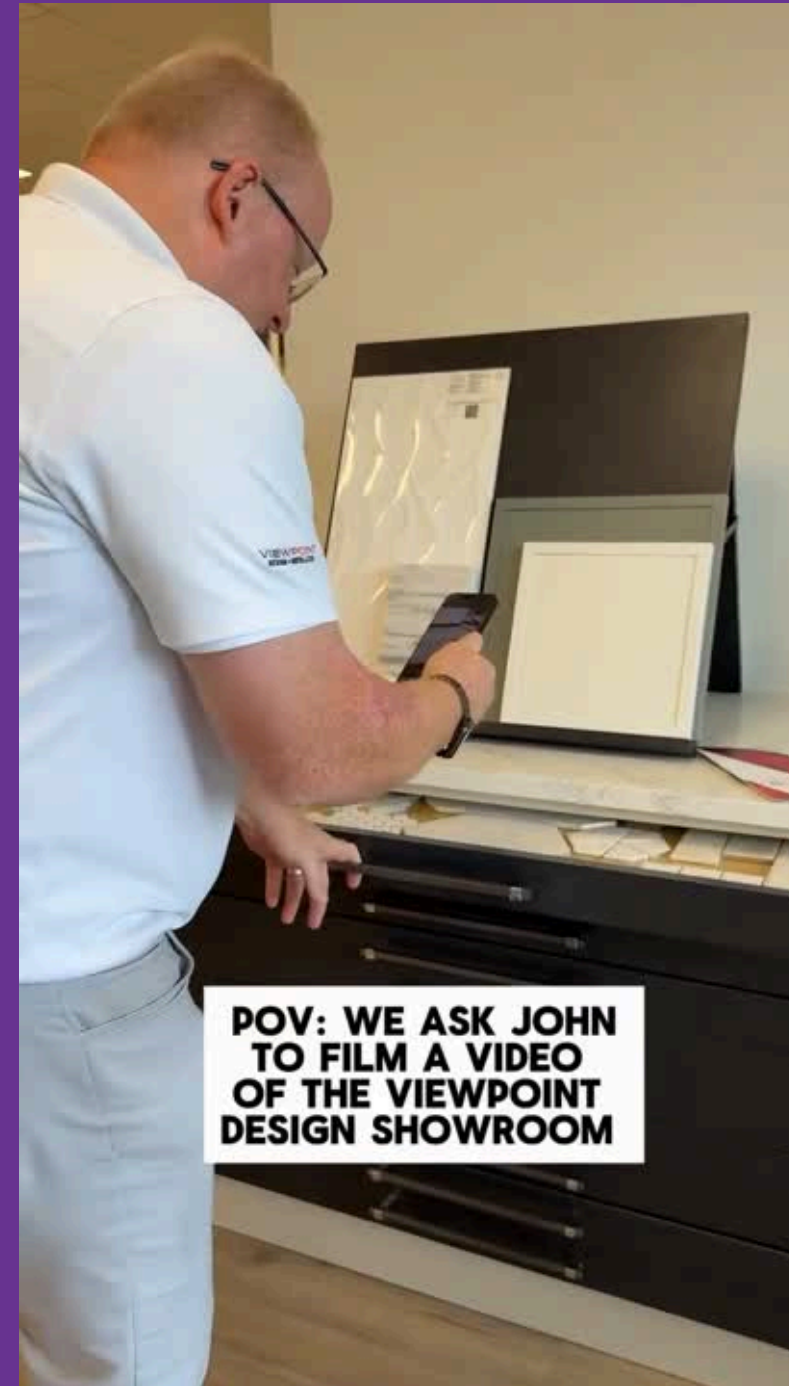
- Use the grid on your iPhone camera! The  $\frac{2}{3}$  rule
- Portrait mode blurs the background making your photos of people/items look professional. Make sure your subject has some distance between them and the background.
- Lighting is your friend
- Clean your lens!
- Use editing software: Lightroom, Snapseed, Google Photos, iPhone settings. Brighten, lift shadows, increase saturation.



## Video

- Shoot your video in 4k
- Editing software: Capcut, Edits, Instagram and Tiktok
- Trends
- Use trending audio
- Cinematic mode on iPhone
- Shift your weight vs moving the phone
- Switch up your perspective: Flip phone upside down and get low

# Case Studies...



**Goal:** showcase personality, create approachability

**Why It Works:** Humorous, highly engaging



**Goal:** share important info or add value

**Why It Works:** doesn't appear "salesy" – familiar faces are authentic and relatable



# Questions?

Nothing is off limits, silly or dumb, ask away!



**New! Member Portal**  
**Password: member2025**