

Social Media Guide for Ice Cream Stand Customers

Bare Minimum:

1. Claim your Google, Bing and Yahoo Listings:
 - a. Google: www.google.com/places
 - Tutorial: http://www.youtube.com/watch?v=_O6TKiVcsTE
 - b. Bing: <http://www.bing.com/businessportal/>
 - Tutorial: <http://smallbiztrends.com/2009/06/how-to-grab-your-local-listing-in-bing.html>
 - c. Yahoo: <http://listings.local.yahoo.com/overview.php>
 - Tutorial: <http://www.reviewtrackers.com/claim-business-yahoo-local/>

The essentials (if you need to choose just one of these, go #1):

1. Create a Facebook page: <http://www.facebook.com/pages/create.php>
 - Tutorial: <http://www.youtube.com/watch?v=O39AT4-F6Cc>
 - At 25 Fans, claim your short name on Facebook. **See the additional file on how to do that.**
 - Post from your page to www.facebook.com/PerrysIceCream to let us know about your page!
2. Claim your FourSquare profile: <http://business.foursquare.com/business-tools/claim-your-business>
 - Tutorial: <http://youtu.be/-D-o7e6UFUQ>
3. Optional: Twitter profile: <https://twitter.com/>
 - How to use Twitter tutorial: <http://www.socialmediaexaminer.com/5-ways-to-use-twitter-to-connect-with-local-customers/>

Power tools:

1. FourSquare active listing:
 - a. About FourSquare for Business: <http://business.foursquare.com/basics/about-foursquare/>
 - b. More of business functions: <http://business.foursquare.com/business-tools/overview/>

- c. Ideas of what to post: <http://business.foursquare.com/business-tools/share-updates>
 - d. Offer specials and rewards: <http://business.foursquare.com/business-tools/offer-specials/> - Reward your frequent visitors
 - e. Getting started tips: <http://business.foursquare.com/get-started/>
2. Instagram: <http://instagram.com/> - use like Facebook – simply post the same messages with pictures
 3. Facebook Deals:
 - a. How Facebook offers work for your customers: <http://www.facebook.com/help/184217158375330/>
 - b. How to set up Facebook offers: <http://www.facebook.com/help/410451192330456/>
 - c. Deals: repeat customers – create loyalty deal: <http://www.facebook.com/video/video.php?v=10100211990206733> – this is how
 4. Groupon: <https://www.grouponworks.com/>
 5. LivingSocial Advertising: <https://getfeatured.livingsocial.com/getfeatured/us>
 - a. Best practices for those who are preparing to run a deal on Groupon or LivingSocial
 6. Facebook advertising:
 - a. <http://www.facebook.com/advertising>
 - b. Run a simple LIKE to friends of Fans. Set the budget for \$5-10 a day.
 7. Twitter promotions: <https://ads.twitter.com/home>

Ideas of what to post:

Facebook:

Before you begin, prepare your profile:

- 1) Fill out address, telephone number, working hours, About Us, methods of payment on all profiles
- 2) Use Perry's Digital POS files
- 3) Take pictures:
 - a. of the front of your building
 - b. employees serving ice cream
 - c. your signature sundaes
 - d. your signs
 - e. if there is outside seating – take pictures there as well
 - f. beautifully looking cones

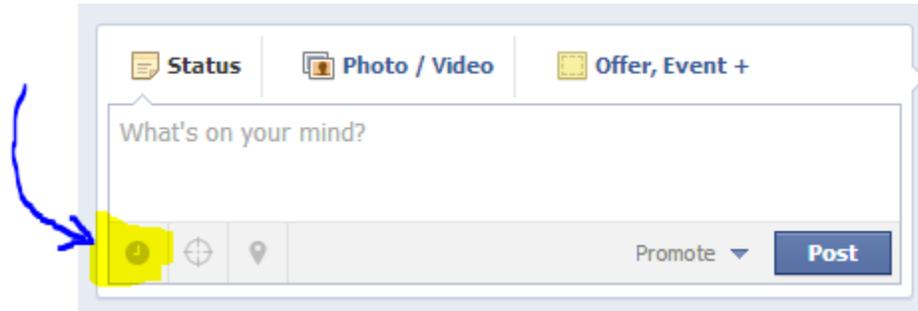
- g. far away shot of a line of people at your stand
- 4) Post the pictures to your facebook cover, profile picture on all the sites you have registered the business.

Keep your Facebook page, Twitter Profile and Foursquare profiles freshly updated. Ideas of what to post:

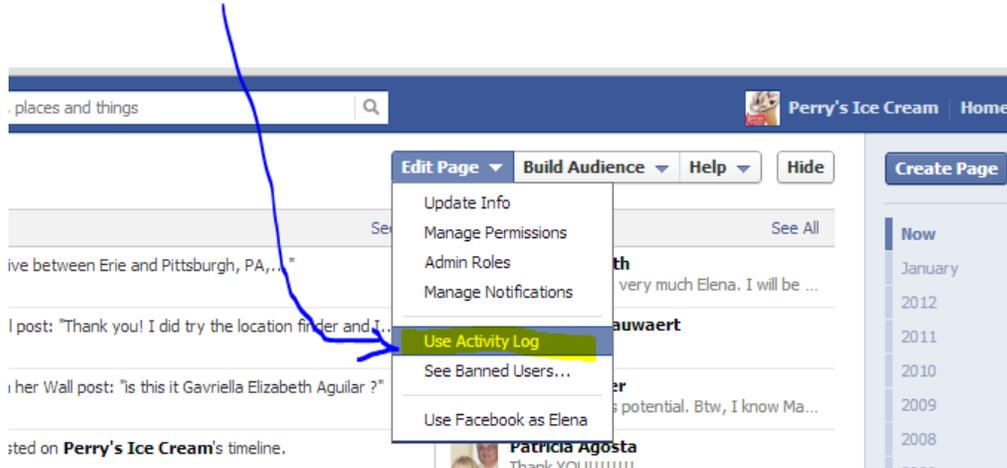
- 1) Announcement that you are open for the season.
 - a. Start with a countdown a week or two before the grand opening
- 2) Frequently post your open hours, to remind people you are open.
 - a. Example: we are open till 9 pm today. Stop by!
 - b. Example 2: serving 37 Perry's flavors today till 9 pm. Stop By!
- 3) Postings about especially great weather:
 - a. Example: Beautiful 75 degrees today. Stop by and enjoy the day with a cone or two!
- 4) Announce your special sundaes:
 - a. Proudly presenting our Hot Cinnamon Sundae (post a picture)
- 5) Flavor of the day:
 - a. Announce your flavor of the day (with or without a special price for it) + a photo of a cone
- 6) Guess a flavor:
 - a. Post a scoop and ask everybody to guess a flavor
- 7) Announce any special event in the store or in the area in advance.
 - a. Canal Days are coming to XXXX. Cool off with a cone after the parade.
- 5) Create small promotions for days of the week:
 - Superhero Saturday
 - Flavor Friday
 - Wild Card Wednesday - a surprise flavor is just 1c per scoop or 50c per scoop
 - See more examples in Posts Ideas
- 6) See other ideas in Posts Ideas

Making Posting Easier – schedule messages in advance:

- 1) On Facebook, you need to click on CLOCK icon at the bottom of the message box and enter the date and time when you'd like your message to appear:



Your scheduled messages will be saved in the activity log, until published:



- 2) Use scheduling tools, like www.hootsuite.com
 - Tutorials for Hootsuite: <http://learn.hootsuite.com/hootsuite-university-video>

FourSquare:

- 1) Load your profile with correct information and photos
- 2) Create a deal for check-ins. Reward repeat visits.

Instagram:

- Fun and easy way to engage your customers by posting just photos!
- Update frequently with photos of cones, flavors, sundaes
- Happy visitors

Overall Guidance:

- 1) Be human – write in the language you would talk to your neighbors.
- 2) Post often. Ideally it would be good if you posted every day during the season. Scheduling your posts for the week will take just one hour of your time.
- 3) Reply to questions quickly. Check your networks once or twice a day, this can be done from a smart phone.
- 4) Post a lot of photos. Mostly of ice cream.
- 5) Don't be afraid to try a post – the worst that can happen is nobody will click on it. You can always delete a post too.