sonova
HEAR THE WORLD

Social Media Guide

Platform guidance and tips for success

Make the Most of Social with These Tips

Know Your Audience

•Who are you trying to connect with? Know the demographics you're targeting on each channel
•How does the audience communicate on this channel – are they looking for product info, training, emotive stories to connect with? Consider location, language, life stage (age), industry, interests. Customize copy/posts for each social network if it should be altered based on audience.
•Your audience will influence your tone of voice and channel strategy

Use What The Network Gives You

•A copy post with an image or video is not the only option. Ask yourself … Can this post become a poll, a Q&A, a reel?
•New functions available on Instagram stories and even LinkedIn are made to be interactive. These functions aren't only engaging, they're also fun to use! Don't underestimate their value

Set Clear Goals

•Ask yourself "What's next? What happens after someone sees the post? What action do i want them to take?
•If we have clear goals, we can set clear CTAs.

Add A Clear Call to Action (CTA)

•Add a relevant CTA to each post. Alwasy think about what your goal of the post is and write your CTA accordingly.
•Experiment with copy beyond just "learn more" or "read more". Replace with more engaging language like "Explore the features", etc.

Make Your Page Recognizable

- ▶ Upload profile picture and banner that is company branded
- ▶ Write a compelling "about us" section and link your website
- ▶ Add your phone number, website, email, location, and office hours

Facebook

Schedule a Post

Save time by scheduling multiple posts at once!

1. Go to your Facebook page.
2. Click **Business Suite** on the left side menu.
3. Click **Create Post**.
4. Add in your content.
5. Toggle on the "**set date and time**" button in the Scheduling Options row.
6. Select the date you want the post to go live.
7. Click **Schedule Post.**

Note: Until your post goes live, you can go back and edit/make changes as many times as you need.

Pin a Post

1. Go to the post on your Facebook page's timeline.
2. Click in the top right of the post.
3. Select **Pin**. Now the post will stay the top of your page.

Note: Take the same steps to un-pin the post.

Like vs. Follow on Facebook: What's the Difference?

When someone **likes** your page, it shows public support, but they may not always see your posts. When they **follow** your page, they'll get your updates in their feed. Encourage patients to follow so they never miss important hearing tips and office news!

What is a boosted post?
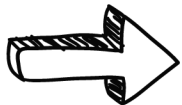
Boosted posts are ads you create from posts on your Facebook Page.

Boosting a post can help you get more messages, video views, leads or calls. You may also reach new people who are likely interested in your Page or business, but don't currently follow you.

Boost a Post

1. Go to your Facebook page.
2. Find the post you want to boost. This may include a Job, Event, or video post.
3. Select **Boost Post**. You can find it at the bottom right of your post.
Note: If you are unable to select Boost Post, then boosting is not available for this post.
4. Fill in the details for your ad. Images and text from your post will be used automatically , but you can choose the following details:
   - **Audience**: Choose a recommended audience or create a new audience based on specific traits.
   - **Total Budget**: Select a recommended budget or provide a custom budget.
   - **Duration**: Select one of the suggested time frames or provide a specific end date.
   - **Payment Method**: Review your payment method. If you need to, you can change or update your payment method.
5. When you're done, select **Boost**.

Instagram

How to post on Instagram

1. Open Instagram page and hit the + in the center of the menu bar on the bottom.
2. In the bottom right, a bar will pop up allowing you to select **post**, **story, reel** or **live**. Select your choice.
3. Select the image or video from your camera roll or computer that you'd like to use. (Keep selecting items in yoru camera roll to select multiple images or videos in one post.
4. Hit **Next.** Here is where you can make your edits either to
5. Add a caption for your posts and hashtags at the end of your caption.
6. You may also add a location if you'd like.
7. Once you are done, hit **Share**.

Pin a Post

1. Go to the post on your Instagram page's profile.
2. Click the 3 dots in the top right corner.
3. Select **Pin to Profile**. Now the post will stay the top of your page.
Note: Take the same steps to un-pin the post.

Tips for a Successful Instagram Page

▶ Use your Insights!
You can use it to learn more about your visitors, what kind of content they engage with most, and analyze how and why some of your posts perform better than others.

▶ Utilize stories
Stories are great to get personal, test out different content types, and get to know your audience.

▶ Use CTA's
Be clear and concise on what you'd like your viewers to do and create a sense of urgency.

▶ Engage with followers
Always respond to comments and messages as quickly and as friendly as possible! Use emojis!

▶ Don't skip hashtags
Users searching a hashtag you've used can come across your account and engage, follow you, and even become a potential customer.

Instagram Stories

Encourage engagement with fun, interactive stories.

Four Key Elements of an Engaging Instagram Story

1. Core Content
Provides context for the poll/Q&A that comes next

2. Poll or Q/A to Engage
The question relates back to the core content.

3. Send Traffic to Site
CTA to continue to website or download info

4. Share the Results
Share the Poll/Q&A the following day

What are they?

Instagram stories are vertical photos or videos that disappear after 24 hours after posting.

Instead of being displayed in the feed, they're displayed at the top of an active user's app when they're logged in, and are tapped through to view.

Highlights

Highlights are stories you choose to feature on your profile permanently. If you add a story to a Highlight, it will be visible even after 24 hours, so it's a great way to keep your most successful stories running.

Add to your highlights by clicking the 3 dots in the top of your current story, then selecting "Add to Highlights". You can organize these into groups.

Meta Business Suite

What is Meta Business Suite?

It's a free tool that centralizes Facebook, Instagram, and messaging tools in one place so you can save time, create connections with more people, and get better business results.

▶ Post across all platforms at once

▶ Manage all inboxes in one place

▶ Create automatic responses & quick replies

▶ Create ads across all platforms

▶ Track insights and analytics

▶ See all activity at a glance

Logging In

1. Go to https://business.facebook.com and enter in your Facebook business page username and password.

or

1. Go to your Facebook page.
2. Click Business Suite on the left side menu.

Linking Instagram

1. Open your Facebook page.
2. Select Meta Business Suite on the left side menu.
3. Select "Connect Instagram".
4. Log into your Instagram Account.

Note: If you have two-factor authentication set up, you might need to confirm this new login via email that is connected to your Instagram.

Schedule Simultaneous Posts

Save time by posting on Instagram and Facebook at the same time.

1. Open up Meta Business Suite.
2. Click **Create Post.**
3. From the dropdown menu on the top left, select where you want to schedule the post (Facebook, Instagram, or both).
4. Enter all the details of your post including text, media, links, location, etc.
5. Preview your post on the right. To see a different preview, click on the dropdown on the top of the window or on the arrows on the top right. You can see how it will look on Facebook compared to Instagram and on desktop compared to phone.

Click **Publish** if you want to post now or choose to schedule for later.

Insights

Understand the results of your social media efforts by utilizing Insights*

- Performance of your profiles including reach and trends
- Ad spend across all accounts
- Content engagement including likes and comments
- Demographic and geographic summary of people who like and follow your page

*Insights can be found on the menu sidebar