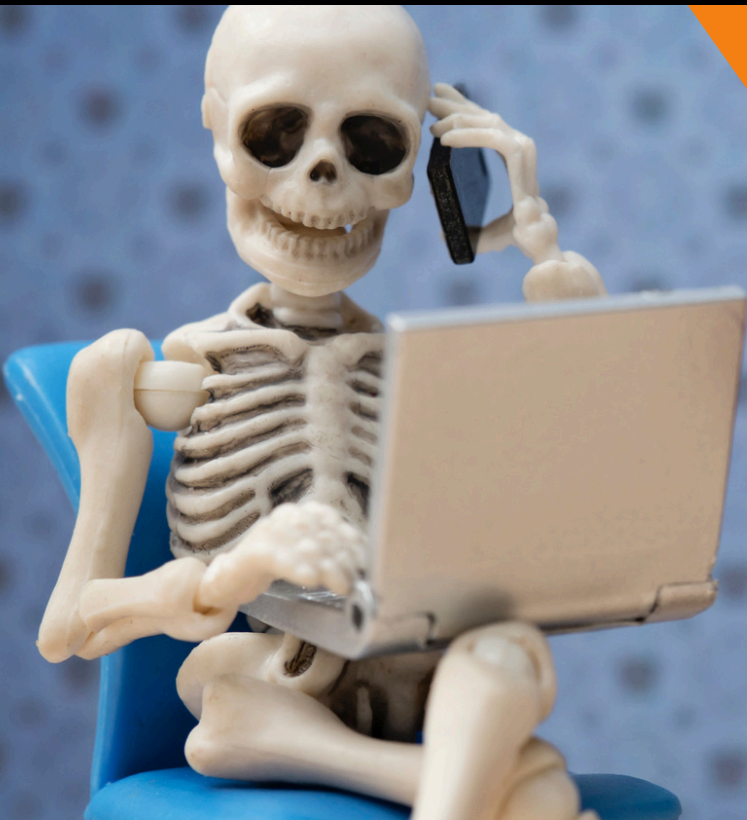


SOCIAL MEDIA

GUIDE FOR NEW BUSINESSES



INTRODUCTION



Starting a new business? Social media can feel like a lot – but it doesn't have to be.

With a little focus and the right tools, you can grow your presence, connect with your audience, and turn followers into customers.

WHY SOCIAL MEDIA MATTERS *FOR SMALL BUSINESSES*



- It's free (or low-cost) exposure
- You can connect with your ideal audience directly
- It builds brand trust and visibility
- It lets you showcase your personality and values

STEP 1:

CHOOSE YOUR PLATFORMS WISELY

Don't try to be everywhere at once. Focus your energy on 1-2 platforms where your audience already spends time:

- **Instagram:** Best for visual content, food, retail, lifestyle, and community vibes
- **Facebook:** Great for local reach, events, and engaging with regulars
- **TikTok:** For creative, short-form video content
- **LinkedIn:** Ideal for B2B and professional services



STEP 2:

BUILD A SIMPLE CONTENT PLAN

You don't need to post every day – you just need to post consistently.



Content Ideas:

- Behind the scenes
- Meet the team
- Product or service spotlight
- Customer testimonials
- Tips or advice
- Seasonal offers or events

Weekly Example:

- Monday: Tip or how-to
- Wednesday: Behind the scenes
- Friday: Product or testimonial post



STEP 3:

USE THE RIGHT TOOLS

Save time and stay consistent with free tools:



CANVA

for graphics



CAPCUT/INSHOT

for video editing



SOCIAL PILOT

for scheduling



ADOBE EXPRESS

for editing



STEP 4:

ENCOURAGE INTERACTION



Social media isn't just about posting – it's about connecting.

- **Ask questions in your captions**
- **Use polls, stickers, and stories**
- **Respond to comments and messages**
- **Share tagged posts from your customers**



STEP 5:

OPTIMISE YOUR PROFILE

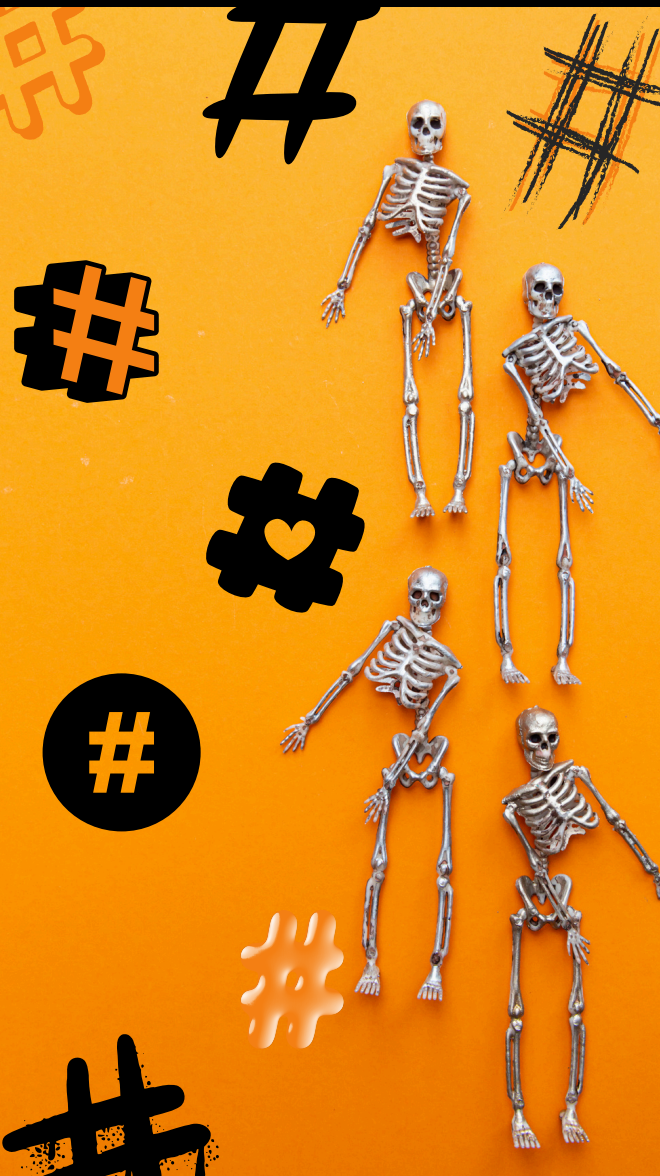
Make sure it's clear what you do and how people can contact you.

- Use a recognisable profile picture (logo or headshot)
- Add your location and contact info
- Use a short, friendly bio with a link to your website or booking page

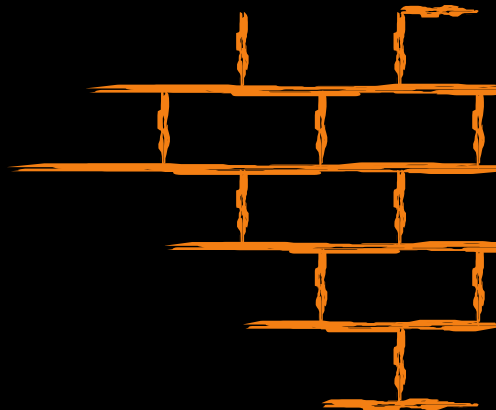


BONUS:

HASTAG BASICS



- Use 5-10 hashtags per post
- Mix general (#coffeetime) with local (#ManchesterCafe)
- Create a custom hashtag for your brand



FINAL TIP:

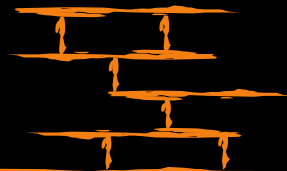


**DONE IS BETTER
THAN PERFECT**

Don't let fear of getting it wrong stop you from showing up.



Be helpful, be real, and keep learning.



You'll get better with every post.



**WANT HELP CREATING YOUR FIRST CONTENT CALENDAR
OR BRANDED POST TEMPLATES?**

**GO LOCO OFFERS SOCIAL MEDIA STARTER KITS
DESIGNED FOR SMALL BUSINESSES JUST LIKE YOURS.**



CONTACT

INFORMATION



WEBSITE:

WWW.GOLOCO.UK

PHONE NUMBER :

+44 757275 8925

EMAIL :

HELLO@GOLOCO.UK