

Lindenwood University

Digital Commons@Lindenwood University

Theses

Theses & Dissertations

5-2022

Creating a Social Media Marketing Strategy for a Small Business

Kaila Trowbridge

Follow this and additional works at: <https://digitalcommons.lindenwood.edu/theses>



Part of the [Marketing Commons](#)

CREATING A SOCIAL MEDIA MARKETING STRATEGY FOR A SMALL BUSINESS


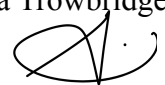
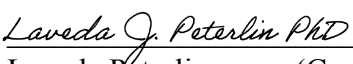

by

Kaila Trowbridge

Submitted in Partial Fulfillment of the Requirements for the
Degree of Master of Science in Digital Marketing
at
Lindenwood University

May 2022, Kaila Trowbridge

The author hereby grants Lindenwood University permission to reproduce and to distribute publicly paper and electronic thesis copies of document in whole or in part in any medium now known or hereafter created.

		May 2, 2022
Kaila Trowbridge	(Author)	Date
		May 3, 2022
Andrew Smith	(Committee Chair)	Date
		May 5, 2022
Laveda Peterlin	(Committee Member)	Date
		May 10, 2022
Dennis Schmickle	(Committee Member)	Date

CREATING A SOCIAL MEDIA MARKETING STRATEGY FOR A SMALL BUSINESS

A Thesis Submitted to the Faculty of the Art and Design Department
in Partial Fulfillment of the Requirements for the
Degree of Master of Arts
at
Lindenwood University

By

Kaila Trowbridge

Saint Charles, Missouri

[May 2022]

As the world continues to digitalize, it has never been more crucial to use and understand social media when running a business of any size. Social media is where people share their ideas, experiences, and information with the world. People can reach a larger audience once they grow their profiles and understand who the audience truly is. From a business standpoint, social media should be used to display products, services, and develop an open relationship with the audience and customers. “The exploding use of social media in the past decade has underscored the need for guidance on how to create social media that foster relationships with customers, advance customer engagement, and increase marketing performance” (Li 66). Creating content is only a small part of what it actually takes to run effective social media profiles for a small business. As social media has become more and more a part of everyday culture for humans, it has become more important for businesses to utilize it to its full potential. It is now the way that people stay connected with one another, how they find local events, and is how people learn new information. It seems like every business is on social media, and they should be. “As the role of social media has gradually evolved from a single marketing tool to that of a marketing intelligence source (in which firms can observe, analyze, and predict customer behaviors), it has become increasingly imperative for marketers to strategically use and leverage social media to achieve competitive advantage and superior performance” (Li 51). Using social media to the business’s advantage can be taught over time. It may seem like prior knowledge, but it is vital to have a strategy when creating content for a business. “A marketing strategy consists of an integrated set of decisions that helps the firm make critical choices regarding marketing activities in selected markets and segments, with the aim to create, communicate, and deliver value to customers in exchange for accomplishing its specific financial, market, and other objectives,” (Varadarajan

54). There must be a method to the madness on social media. Anybody can post videos and photos, but when a business sits down and figures out why they should do the things they do, they will be more successful. This research will examine the components of a social media marketing strategy and how a small business can adopt these ideas to have an effective online presence that benefits their business.

First and foremost, the benefits of having social media needs to be addressed. Creating and sharing content online is essentially a version of free advertising. Although it might not be “free”, and a business might have to hire an employee to run social media, a business will be saving thousands of dollars in marketing and advertising. To be able to brainstorm, create, and share original content is an added perk to a business. “However, overall marketing costs can potentially be reduced or eliminated by using social media. Further, small businesses can benefit from “earned media” or the favorable publicity gained through promotion other than advertising” (Schaupp et al. 188). This “earned media” can be from a multitude of things, but usually happens when followers mention a profile, public relation events, or when the followers are promoting a post or profile. For example, if a customer eats at a restaurant and posts a photo of the food and tags the restaurant, that is considered earned media. It is other accounts and followers doing the promoting— not the manager of social media. Small businesses do not have the extensive budget that large corporate companies do, and social media is the ideal channel of communication for marketing. Many platforms also have shopping features that allows followers to buy directly from the social media site.

It is also essential to list the benefits of having a social media marketing strategy. Having a social media strategy is an organized way that a business can create and reach their goals as a

company as well as increasing brand awareness. At the same time that an online presence is increasing brand awareness, it is also building a community around the business. Since small businesses thrive on personal interaction between customers, it generates an opportunity on social media. One of the primary goals of social media is developing the relationship between the business and the customers. Social media allows businesses to directly interact with the audience, and it should be used as an open communication channel. “Small business’s focus tends to be mostly on the customer, especially repeat customers” (Schaupp et al. 201). Small businesses count on their “usuals” and are constantly wanting more regular customers. The goal of any business is to keep their current customers as well as gain new ones. Having a social media marketing strategy is a way to stay focused on the goals of the company and to have a clear direction of the future of the business.

One of the first steps that must be taken when wanting to develop a social media strategy is creating goals. Goals will vary based on the type of business, but there is a lot of overlap here. It is crucial to create goals based on the mission of the business (Kordzadeh et al. 3). To create goals and have an idea of where the company wants to be in “x” amount of time is crucial to success. Including a time frame is important because this establishes a little bit of urgency and drive to meet those goals. Creating small attainable goals is important, but there also has to be larger goals that are more long term. Wanting to gain followers, reach a larger number of people, and meeting with customers are all attainable goals. It is beneficial to be ambitious, but it is equally important to have goals that are capable of being reached. After setting goals, it is crucial to sit down with management and brainstorm how they plan to achieve these goals. It will likely require more than a social media post. For small businesses, it is crucial to promote the social me-

dia pages whenever and wherever possible to drive traffic to the content that is to be created. For example, having posters inside the business, having scannable QR codes, and getting other accounts to mention that page will be beneficial to gain new followers. Offering incentives or giveaways are other ways of gaining more followers.

The next step to building an online presence and social media marketing strategy is to decide which social media platforms to be present on. For a small business, the best accounts to start with are Instagram, Twitter, and Facebook. It is important to understand the audience as well as understand the benefits of the different platforms. Instagram is primarily used to share photos and videos, which is extremely beneficial to restaurants and stores so that they can showcase the products of their business. Instagram is great for increasing brand awareness. Twitter is often used for updates and linking to other content. For example, if a business wants to show off content from their website, or generate traffic to their website, Twitter allows them to do that. It is also used for customer service as well. Facebook is often used to promote the business and provide links to their other forms of social media. It also provides basic information needed like store hours, business updates, and is also good to link to other content. “Knowing what each site or service can do for you will help you determine which ones to keep, and which ones to delete” (Ciske 51). Understanding the direction of the company will help gauge which platforms to use. Although it may seem like a business should be present on each platform, it is better to have a couple quality social media accounts instead of a bunch of them. For example, it is better to have one or two well maintained profiles instead of four or five profiles that are often neglected. It is vital to understand quality over quantity and to not overdo it on social media, and to know strengths and weaknesses.

The next thing that should be done is to look at the social media goals and figure out how to track the progress of those goals. Using social media analytics is one of the best ways to do this. Being able to look at analytics and insights is a crucial step into developing a social media strategy. Understanding the online algorithmic design of search engines and social media is also a key component of creating a strategy. The algorithm is confusing because it prioritizes the fresh and relevant content that is being searched, while also mixing in newsworthy, popular, and sometimes mundane content into the feed (Donovan 286). Developing an understanding of this process will benefit small businesses because they will understand how to create content that will fit into this algorithm and generate traffic to their social media profiles. Different social media platforms follow different algorithms, so doing more research on this will be beneficial when creating and posting content. When looking at insights, businesses are able to see the high and low points of interaction on their social media profiles. This allows content creators to post at peak times during the day, which will reach the largest audience.

In terms of reaching company goals, analytics allows businesses to track the progress of those goals. It also helps with “facilitating conversations and interaction between online communities and extracting useful patterns and intelligence to serve entities that include, but are not limited to, active contributors in ongoing dialogues,” (Zeng et al.14). Tracking analytics enables a business to look at these patterns and create a strategy that will give a company the most effective online presence that will benefit their business. Analytics can easily track followers, likes, engagement, impressions, views, and more. Each component of analytics can give insight about what is working and what is not. It gauges what the audience likes and dislikes. Facebook has their own analytics system called Facebook Insights, and it is actually free for businesses to use.

Instagram and Twitter also have similar tools that users have access to which will gather all of this information with the click of a button. There are also independent tools at small business's disposal that will meet each individual need. With this surplus of information that will be available, it is important to organize the information. Creating an analytics report is an efficient way of collecting data and laying it out to be able to spot patterns and trends within the data. It is also something that small business's can look back on to see how far they have come. Analytics will generate the data, but it is up to the small business to interpret the data.

The importance and usage of analytics will now be discussed. As much as it is nice to just have a large number of followers, it is better to have better engagement. Being able to have large "reach" and "impressions" will be more beneficial than just having a large number of followers. In social media, reach is defined as the total number of people who see the content, and "impressions" are the number of times that the content is displayed. Understanding these terms is a crucial factor to having a social media page. Tracking the analytics of a social media page is also necessary to being successful. Analytics allow users to track the views and interactions that their profile generates. "Social media analytics is concerned with developing and evaluating informatics tools and frameworks to collect, monitor, analyze, summarize, and visualize social media data, usually driven by specific requirements from a target application," (Zeng, Chen, and Li 14). Analytics are the tools that should be utilized to track the progress and output of social media content. It is exactly what should be used to see how well or poorly a profile is doing on the goals that they set for the business. Remember to keep company goals in mind and use analytics as an additional tool in adapting your social media strategy to make it better.

Before beginning to create content, businesses need to do a little research on their competitors, as well as their target audience. Having competitors is part of owning a business, and it is important to be aware of what the competitors are doing so that you can keep up and use it as leverage for your own business. “Businesses in a more competitive market are more motivated to use advanced technologies” (Schaupp et al. 194). Following the competition on social media allows a business to stay in the know and can also give additional information about their own audience. Completing a strength, weakness, opportunity, threat analysis (SWOT Analysis) on competitors will give a better perspective of other businesses. Performing this analysis also helps see what is “expected” within that industry. Doing a SWOT analysis on a business’s social media can also help review what needs to be done better and what is going well. Knowing the specific demographics of the target audience will help tailor content that will get maximum engagement from the audience. After having an idea of the audience, the content creation process is ready to begin.

Once a company has gotten to this point, the real work starts. Goals have been established, platforms have been decided on, and the means of tracking progress has been decided. This is when content will start to be created. Creating engaging content on these platforms is essential to growing a business. “A recent survey found that the greatest advantages of social media marketing are generating more business exposure, increasing traffic, and improving search engine rankings” (Schaupp et al. 187). Being able to generate traffic towards social media will get more people into their stores. How does a business generate traffic on their social media and websites? Creating interesting and intriguing content and just being present on social media. Taking photos of the business and adding captions that have easy to answer questions is an easy way

to get started. “User engagement is a multifaceted concept manifested in the form of different psychological states including enjoyment, endorsement, and anger, along with behavioral responses” (Kordzadeh 2). Striking the emotions of the audience is an effortless way of connecting with followers and generating engagement. Social media profiles can follow an aesthetic that is chosen by the brand being marketed, but there should be well-rounded content that is intriguing to different audiences. Maintaining an aesthetic can be done by using similar filters on photos, following a color scheme, or reusing a font or font family within text. An aesthetic offers a consistent feel for the audience, and it can turn into a staple that followers recognize that profile with. It is also a good idea to add keywords to the social media profiles so that they could be found easier and found by more people.

Small businesses need to have the mindset that they are creating content to receive engagement from their audience. They aren't just posting to get likes, but there is a purpose behind each post made. “Key decisions organizations must make when developing posts include: the types of content topics to share, the features to include (e.g., pictures, videos, and hyperlinks), and the best times to post” (Kordzadeh 1). When it comes to the different types of content topics to share, it is good to brainstorm within the company to generate ideas. As a rule of thumb for beginners, about eighty percent of the content posted should inform the audience about something and the other twenty percent of the content should promote the business. Informative content can be things like announcing store closings, new products, history of the business, and services that are offered. For small businesses, sharing personal stories and the history behind the business is a good way to add to the aesthetic and personal touch of the profile. Having a good

mix of content will prevent the page from looking under-managed and will also keep the audience from getting bored from the content.

Another key decision that needs to be made is what features will be included in the posts. The platform will dictate what features will be used. For example, most Twitter posts will contain mostly text, whereas Instagram revolves around photos and videos. Generating exposure and increasing traffic to other company pages is what social media is all about and comes at a fraction of the cost of classic marketing strategies (Schaupp et al. 188). Posting a photo and linking an article or additional information from the company website will increase traffic. People tend to favor visual content as opposed to text because people are used to quickly scrolling through social media. The visual content that a business uses will tell a lot about the company. Social media used to revolve around text, while today, it is heavily focused on visual content like photos and videos. “A plethora of new technologies in the market suggest that the future of social media will be more sensory-rich” (Appel 87). Having a little background in photography and understanding the concepts of lighting, contrast, and positioning can go a long way. For beginners, YouTube offers a ton of free videos that can teach the basics of how to take high quality photos and videos. A business does not require an expensive and professional camera to post quality content. Most smartphones have cameras that will get great photos, but having that background information of photography will go a long way to creating professional looking content.

Using the tools that social media offers on the various platforms is something that should also be used to a company’s advantage. For Instagram, using “stories” is a way to post live updates like photos or short videos of what is presently going on in the store. Facebook also adopted this tool, and both allow businesses to live stream at any time. When hosting special events, a

live stream can show the audience what is going on and it will encourage them to come out and enjoy the event as well. Stories are also an easy way to link to other platforms like other profiles and the company website. “It is okay to repost content from other reliable and respected sources, especially pertinent news or industry happenings, but make sure your own message is not lost in all the activity” (Ciske 52). Reposting content from other local businesses is a way to provide a sense of community and “togetherness”. Stories disappear after 24 hours, so it is good for content that is not essential to the aesthetic of the profile.

The last decision that is crucial to understand and to have a strategy for is when to post content. Using social media analytics is the most effective way to do this. Analytics offer so much specific information, as discussed, that should be used to the business’s benefit. Analytics will track when they get the most engagement from followers, and it is specific to the type of content being posted. For example, a case study on a Police Department was done and recorded that “posting news content in the morning led to more link clicks than in the afternoon or evening” (Kordzadeh 2). This makes sense because people have the mindset of reading news earlier in the day. For small businesses, they should think about the time of day that their audience will be on their phone scrolling through social media. Generally speaking, the peak times of day that receive most engagement are around lunch breaks and in the evening when people are winding down. However, analytics can track exactly what times of day a company’s audience is most active. This peak time for engagement will vary for each small business because of differing audiences. For example, a brewery or night club might peak around 8 p.m. whereas a coffee shop could peak in the morning hours. Paying attention to spikes in engagement on analytics will show the best time to post.

Creating and posting content is one thing that will drive a business online, but engaging with followers is imperative to success. Perhaps the biggest benefit of social media, especially for a small business, would be the customer and audience interaction. When it comes to social media, small businesses need to connect the gap between seller and customer. Small businesses thrive on building relationships with their customers. People love to support small businesses because it feels more like they are giving back to the community they live in and they are more likely to relate to a small business as opposed to a large corporation. While large companies strive to create elaborate social media campaigns, small businesses look to bridge this gap. “For most companies, the ongoing challenge is not to initiate social media campaigns, but to combine social media with their marketing strategy to engage customers in order to build valuable and long-term relationships with them” (Li 51). Building these long-term relationships with customers will allow them to grow as a company. They can gain brand loyalty from regular customers while also gaining new ones. Having more people “on their side” will also increase the free marketing aspect like word of mouth advertisement and earned media. “Notably, customer-to-customer interactions are also essential, especially for the higher level of engagement behaviors” (Li 53). These interactions could be in person at the store or restaurant, but they also can and should be taking place online.

Especially for a small business, they should be constantly answering direct messages from customers where they answer their questions and offer them the push they might need to buy into the business and the cause behind the business. Direct messages are private conversations between users that no one else will see. If a follower directly messages you a question, be sure to answer and answer as timely as possible. This goes along with the comments as well.

“Listen carefully to the discussions and comments made by customers in social media, identify specific needs and preferences from these, and respond accordingly and quickly with the right company offering” (Li 59). If there are conversations within the posts, make sure to read them so you can jump in and fix any misunderstandings or clarify information if needed. Another way to bridge this gap is to directly ask followers for advice or input on the content being posted. Using features like the stories, allows a small business to ask and post questions and answers for everyone to see. This technique makes followers feel heard and also encourages the engagement needed. Overall, being available for these open conversations is essential for a small business to be successful on social media.

One of the most important things to remember when running a business social media account is to stay organized and stick with the strategy. Developing and following a social media content calendar can be helpful in sticking with the plan. A content calendar lays out which content will be shared on which days, and at what time of day (Kingsley 22). A sample social media content strategy is referenced below. It is preferred to have a different content calendar for each of the platforms that the business is present on, just to make it easy to follow. Having consistent series throughout the week like “Throwback Thursday” or “Monday Motivation” helps give continuity within the profile. By laying out the plan for what should be posted, it ensures that there will be a variety of different content the viewers can see, and it also assists social media managers to not post the same things.

After creating a social media content calendar and understanding the peak posting times throughout the day, using a scheduling tool will help stay on track. Websites like Hootsuite and Sprout Social allows businesses to type out and schedule posts. These tools allow a business to

link their social media accounts and have their content ready to post without actually posting it. If they know what time of day they will get the most interactions, they can set up the exact time they want it to be posted, without having to do it at that exact time. This also helps with time management. When running multiple social media accounts, it can be chaotic to make sure content is being posted throughout the day, and if the content is scheduled ahead of time, it can help stay organized. Many businesses schedule a week's worth of content ahead of time, and then focus on live updates and "stories" in the present. Once a content calendar is created, they can upload their plan onto these websites so it is ready to go.

With the current state of the world, social media, and online engagement has been the primary way that businesses are staying connected to their customers. When COVID-19 broke out, it put a lot of businesses on hold. They had to adjust to this new way of life and find a way to stay afloat. The pandemic placed a lot of pressure on businesses, especially financially. During the lockdowns, businesses that were not doing delivery and online ordering suffered tremendously. Businesses also spend large amounts of money on marketing and advertising, when social media is truly a form of cheap advertising. Social media is a crucial tool for small businesses that cannot afford to pay that astronomical amount of money needed for marketing and advertising. "The main financial cost of social media marketing is the time it takes to realize the benefits of the effort put forth" (Schaupp, Christian, and France 188). To effectively run a profile on social media platforms, a small business needs to have a person who understands how social media works. However, anyone can learn how to do this. They need to create a social media strategy that meets the strengths and the weaknesses of the business. Social media can be considered

“free advertising” to those who use it correctly. Being able to showcase a business’s products and services and post them in an informative and creative way will benefit them.

Creating and maintaining a social media marketing strategy is essential for small businesses. It allows a business to stay focused on their goals and values and also allows for a closer relationship with customers and clients. Staying organized is going to be key, so constant analysis of the marketing plan is crucial. Constantly analyzing social media results and analytics will help give direction to the plan and show strengths and weaknesses. Social media is ever-changing so it is crucial to adopt the new features that platforms introduce. It is very likely that the platforms end up imitating each other’s new features so get to know them quickly and use them to benefit the business. The marketing plan will change a hundred times once finding out what works and what doesn’t, and that is okay. Making the small adjustments is key to being successful. There is no cookie cutter version for a marketing plan that works for every business, which means to try new things and find what is successful.

Instagram- 2 times a day	Facebook- 1 post, 1 story a day	Twitter- 3-4 times a day					
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
June 2	June 3	June 4	June 5	June 6	June 7	June 8	
Live Video @dog park	Tips on keeping cool in summer	Quote of the Day	Waggin Tail Wednesday	Live Video @dog park	Relatable Dog GIF	Sunny Saturdays	
Relatable Dog GIF	Monday Motivation	Poll: Does your dog swim at the beach?	Waggin Tail Wednesday	TBT photo	Tips on dog obedience	Photo Contest: Prize Giveaway	
Infographic of animal shelters	Story of dogs in the lake	Poll: Does your dog swim at the beach?	Waggin Tail Wednesday	TBT photo	Video of dog tips	Photo Contest: Prize Giveaway	
Infographic of animal shelters	Video of the dog beach	Photo of dog sitting on park bench	Tips on best toys for dogs	TBT post with history	story: cuteness rating of dog	Photo Contest: Prize Giveaway	
Importance of Rabies shots post	Photo of dog chasing a ball	Missing Dog: Please help/share	Story: ask questions for content ideas	Day in the Life	Video of rescuing dogs from shelters	Link to Dog News	
Photo of upcoming weather on story	Link to Dog News	Day in the Life	Video of dog tips	Tutorial: How to teach dog to roll over	Generic photo of dog park with visitors	Live Q&A	
Good weather--> go to dog park	Day in the Life	Fill in the Blank	Fill in the Blank	Tips: best shampoo/conditioner for dogs	Post results of poll	Funny dog meme	
June 9	June 10	June 11	June 12	June 13	June 14	June 15	
Quote of the Day	Monday Motivation	Live Video @dog park	Waggin Tail Wednesday	Quote of the Day	Poll: How often do you go to the dog park?	Sunny Saturdays	
Poll: Dog's favorite toy	Tips on best toys for dogs	Story of the dogs at the beach	Relatable Dog GIF	TBT photo	Poll: How often do you go to the dog park?	Tips on best toys for dogs	
Poll: Dog's favorite toy	Video of dog tips	Good weather--> go to dog park	Waggin Tail Wednesday	TBT photo	Day in the Life	Video of dog tips	
Missing Dog: Please help/share	Photo of upcoming weather on story	Day in the Life	Waggin Tail Wednesday	TBT post with history	story: cuteness rating of dog	Ask for reviews or testimonial	
Day in the Life	Ask for reviews or testimonial	Tutorial: How to teach dog to roll over	Day in the Life	Story: ask questions for content ideas	Live Q&A	Fill in the Blank	
Live video @dog park	Fill in the Blank	Relatable Dog GIF	Video of rescuing dogs from shelters	Link to Dog News	Relatable Dog GIF	Generic photo of dog park with visitors	
story: cuteness rating of dog	Fill in the Blank	Link to dog story	Tips: best shampoo/conditioner for dogs	Tutorial: How to teach dog to roll over	Funny dog meme	Post results of poll	
June 16	June 17	June 18	June 19	June 20	June 21	June 22	
Live Video @dog park	Monday Motivation	Quote of the Day	Waggin Tail Wednesday	Good weather--> go to dog park	Live Video @dog park	Sunny Saturdays	
Relatable Dog GIF	Poll: Favorite part of the dog park	Photo Contest: Prize Giveaway	Waggin Tail Wednesday	TBT photo	Relatable Dog GIF	Poll: What are your plans this weekend?	
Tips on dog obedience	Poll: Favorite part of the dog park	Photo Contest: Prize Giveaway	Waggin Tail Wednesday	TBT photo	Tips on best toys for dogs	Poll: What are your plans this weekend?	
Link to Dog News	Story: ask questions for content ideas	Photo Contest: Prize Giveaway	Day in the Life	TBT post with history	Day in the Life	Link to Dog News	
Missing Dog: Please help/share	Video of dog tips	story: cuteness rating of dog	Fill in the Blank	Video of rescuing dogs from shelters	Fill in the Blank	Missing Dog: Please help/share	
Photo of upcoming weather on story	Day in the Life	Ask for reviews or testimonial	Live Q&A	Tips: best shampoo/conditioner for dogs	Link to dog story	Relatable Dog GIF	
Ask for reviews or testimonial	Video of rescuing dogs from shelters	Relatable Dog GIF	Generic photo of dog park with visitors	Funny dog meme	Fill in the Blank	Funny dog meme	
June 23	June 24	June 25	June 26	June 27	June 28	June 29	
Quote of the Day	Monday Motivation	Live Video @dog park	Waggin Tail Wednesday	TBT photo	Quote of the Day	Live Video @dog park	
Story: ask questions for content ideas	Relatable Dog GIF	Good weather--> go to dog park	Waggin Tail Wednesday	TBT photo	Video of dog tips	Sunny Saturdays	
Video of dog tips	Photo of upcoming weather on story	Tips on best toys for dogs	Waggin Tail Wednesday	TBT post with history	Link to Dog News	Photo Contest: Prize Giveaway	
Ask for reviews or testimonial	Day in the Life	Video of dog tips	story: cuteness rating of dog	Tips on best toys for dogs	Missing Dog: Please help/share	Photo Contest: Prize Giveaway	
Video of rescuing dogs from shelters	Tutorial: How to teach dog to roll over	Day in the Life	Video of rescuing dogs from shelters	Day in the Life	Fill in the Blank	Photo Contest: Prize Giveaway	
Generic photo of dog park with visitors	Fill in the Blank	Link to dog story	Relatable Dog GIF	Fill in the Blank	Generic photo of dog park with visitors	Relatable Dog GIF	

Descriptions/ Reasoning

Waggin Tail Wednesdays: These posts will be a close up of a dog smiling or looking happy. These will be like a little "pick me up" and attempt to put a smile on viewers face. They will be posted on Instagram, Twitter, and Facebook.

Live Videos for Facebook: Live videos will be taken from the park itself. It will show dogs have fun at the park and at the beach area. It will show followers how the park is looking and hopefully encourage them to come back soon.

Monday Motivation: These will be posted to Twitter and can be inspiring photos, quotes, and more. It will also be a little pick me up that hopefully makes their day a little better. They will be posted in the morning when people are starting their day.

Relatable Dog GIF: These will be posted to Twitter. There are tons of GIFS to choose from and they can be cute, funny, touching, and more. They will mostly be dog related but other GIFS may be thrown in there

Tips posts: Tips will be posted to the different mediums and can be in the form of a flyer, list, photo captions, and more. They will give readers tricks for their dogs and hopefully it is something that readers can take something away from.

Polls: Polls are a good way to get engagement from followers. They will mostly be light hearted questions about their plans and their dogs interests and such. If they get good engagement, I would probably start doing more, but not over post them.

Quotes of the Day: Quotes will either be posted as text or as a photo that has been designed with the words on it. These are nice because they can be inspiring and they usually touch users in some way. I can use quotes that are dog related or just life quotes.

TBT Photo: These will be posted to all the mediums. There will be a photo of the park before it had the newest construction. There will be a short fact as the caption as well that describes the park back then. The Facebook post will be a little more descriptive and will have more historical information.

Photo Contests: These will encourage people to share their photos with us. I will pick the best photo and it will get reposted. The winner will also be tagged in the photo and they will win a dog related prize like a new collar, leash, toy, or more.

Sunny Saturdays: These will be generic photos of the dog park. I want high quality photos of the park at different times of the day like sunset or sunrise and have a visually appealing photo for followers.

Missing Dog: These posts will be for when there is a missing dog in the area and will encourage people to share and try to rethink them to their owner.

Video of dog tips: These will be different kinds of videos that offer tips and tricks for dogs on training, health, dog food, treats, and everything inbetween.

Story ask questions: These will be posted in an attempt to get feedback from followers about what kind of content they would like to see posted.

Day in the life: These will be similar to a meme post where it shares "dog owner struggles" and the day in the life of a dog owner. These will be funny posts that can give followers a chuckle.

Story: cuteness vote: A cute photo of a dog will be posted to a story and followers can interact by choosing how "cute" they are using a neat tool Instagram offers.

Fill in the blanks: these are interactive for the followers to comment their thoughts on a clever post.

Works Cited

- Appel, Gil, et al. "The Future of Social Media in Marketing." *Journal of the Academy of Marketing Science*, vol. 48, no. 1, Jan. 2020, pp. 79–95. *EBSCOhost*, doi:10.1007/s11747-019-00695-1.
- D. Zeng, H. Chen, R. Lusch and S. Li, "Social Media Analytics and Intelligence," *IEEE Intelligent Systems*, vol. 25, no. 6, Nov.-Dec. 2010, pp. 13-16, doi: 10.1109/MIS.2010.151.
- Donovan, Joan. "Concrete Recommendations for Cutting Through Misinformation During the COVID-19 Pandemic." *American Journal of Public Health*, vol. 110, Oct. 2020, pp. S286–S287. *EBSCOhost*, doi:10.2105/AJPH.2020.305922.
- Casero-Ripollés, Andreu. "Impact of Covid-19 on the Media System. Communicative and Democratic Consequences of News Consumption during the Outbreak." *El Profesional de La Información*, vol. 29, no. 2, Mar. 2020, pp. 1–11. *EBSCOhost*, doi:10.3145/epi.2020.mar.23.
- Idris, Sidah, et al. "Sustaining of A Firm During Covid-19 Pandemic." *Global Business Management Research*, vol. 12, no. 4, Oct. 2020, pp. 377–383. *EBSCOhost*, search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=buh&AN=147933810&site=ehost-live.
- Kaur, Satinder, and Anterpreet Kaur. "Role of Social Media in Sustaining Business during Coronavirus Pandemic." *International Review of Business and Economics*, vol. 4, 2020, pp. 411-418. *ProQuest*, <https://search.proquest.com/scholarly-journals/63-role-social-media-sustaining-business-during/docview/2475946682/se-2?accountid=12104>.

Kingsley T. Ihejirika, Anne Goulding, Philip Calvert. "Rethinking Academic Library Use of Social Media for Marketing: Management Strategies for Sustainable User Engagement." *Journal of Library Administration* 61:1, Dec 2021, pages 58-85.

Korankye, Benard. "The Impact of Global Covid-19 Pandemic on Small and Medium Enterprises in Ghana." *International Journal of Management, Accounting & Economics*, vol. 7, no. 6, June 2020, pp. 255–276. EBSCOhost, search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=buh&AN=145181819&site=ehost-live.

Kordzadeh, Nima, and Diana K. Young. "How Social Media Analytics Can Inform Content Strategies." *Journal of Computer Information Systems*, Apr. 2020, pp. 1–13. EBSCOhost, doi:10.1080/08874417.2020.1736691.

Li, Fangfang, et al. "Social Media Marketing Strategy: Definition, Conceptualization, Taxonomy, Validation, and Future Agenda." *Journal of the Academy of Marketing Science*, vol. 49, no. 1, Jan. 2021, pp. 51–70. EBSCOhost, doi:10.1007/s11747-020-00733-3.

Schaupp, Ludwig Christian, and France Bélanger. "The Value of Social Media for Small Businesses." *Journal of Information Systems*, vol. 28, no. 1, Spring 2014, pp. 187–207. EBSCOhost, doi:10.2308/isys-50674.

"Social Media Adoption and Financial Sustainability: Learned Lessons from Developing Countries." *Sustainability*, vol. 12, no. 24, 2020, pp. 10616. ProQuest, doi:<http://dx.doi.org/10.3390/su122410616>.

Varadarajan, R. "Strategic Marketing and Marketing Strategy: Domain, Definition, Fundamental Issues and Foundational Premises." *Journal of the Academy of Marketing Science*, vol. 38, no. 2, 2010, pp. 119–140.