



CBLDF RETAILER RESOURCE

Social Media Platforms: Best Uses and Tips

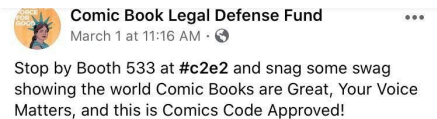
Facebook

Facebook is the largest social media platform out there with over 2.37 billion monthly active users. Because of its size, you'll find the largest number of your customers on Facebook. Facebook is the multitool of social media platforms; you can share photos, film live videos, connect with your customers via Messenger, and that's just the tip of the iceberg. Because of its multifunctionality, Facebook has a ton of great uses. A store page on Facebook can effectively be used as a shop's website as well as a place to share important announcements with your customers.

- ★ Try and post at least once a day
 - In this ever changing landscape, it's important to keep your customers updated. Let them know that even in troubled times, you're still there serving them comics!

- ★ Add photos to your posts
 - Prioritize photos with you and your staff! You are the people your customers want to support, so make sure you are highlighted in the posts you make.
 - If you use a graphic, limit the amount of text. Images with less text tend to perform better than ones that are overburdened with it.

- ★ Limit your copy
 - Studies have shown that people are scrolling through their newsfeeds faster than ever which means they spend less time engaging with each post. Keep your copy short and to the point since people are less likely to read lengthy posts.

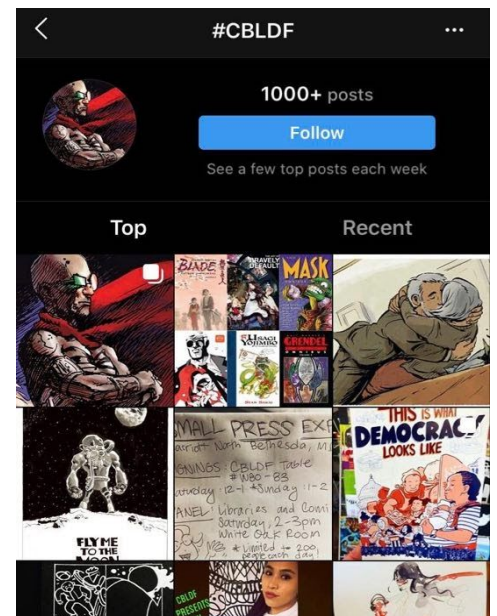


- Keep your copy fun! With so many users and businesses on Facebook, you're competing for your customer's attention against countless other posts. Keep your copy short, fun, and attention grabbing!
- ★ Make a Facebook Group for Your Store
 - A Facebook Group can be a fun way to extend community outside of your shop. It gives customers a place to discuss comics with each other.
 - Posting announcements in the group makes it more likely for the customers in the group to see them
- ★ Try Using Facebook as a Sales Platform
 - Innovative retailers have begun using Facebook as a platform to sell comics. Hosting a Facebook Live sale on your store's social media account lets you sell directly to your customers online while interacting with them. Customers still have the chance to have friendly chats or joke around with their local comic shop retailer while purchasing their comics, just like they did at your store.
 - The Comic Book Shopping Network is a Facebook group dedicated to hosting live sales led by comic retailers and fans alike and sharing them to their nearly 50,000 fans.

Instagram

Instagram is a photo and video sharing platform. Most people are scrolling even quicker through their Instagram feed than through Facebook, so it's not the best platform to share large chunks of information. Instead Instagram is best used for promoting BLANK and highlighting the products you want to push.

- ★ Use Hashtags
 - Use hashtags that are relevant to what you're posting about.
 - Search Instagram for larger hashtags that get a lot of activity and use them to boost your post
 - Create a unique hashtag for your store that's easy for customers to use when posting about you. This will allow someone to find all the posts about your store
- ★ Use Real Photos Instead of Graphics



- Photos with people reliably get more engagement than posts with graphics.
- Take real photos of product you want to highlight (ex a photo of you holding a comic you're excited about rather than posting an image of the cover you found online)



VS



Twitter

Twitter is considered a microblogging social media platform; it's where people share their thoughts, news, jokes, etc. Shops have a much larger theoretical reach on Twitter than they do on Facebook or Instagram. They can talk directly to publishers and creators as well as their customers. Stores should therefore use Twitter for broader messaging that ties into their brand. They can still use it to communicate with customers and make announcements, but now have the opportunity to appeal to a larger audience.

★ Communicate with Industry Pros

- Now more than ever, creators and other industry members want to highlight local comic shops who are impacted by the current crisis. Tweet at them and strike up a conversation about how they can help your store. They might be willing to highlight your store to their broader fanbase on Twitter and send traffic your way.



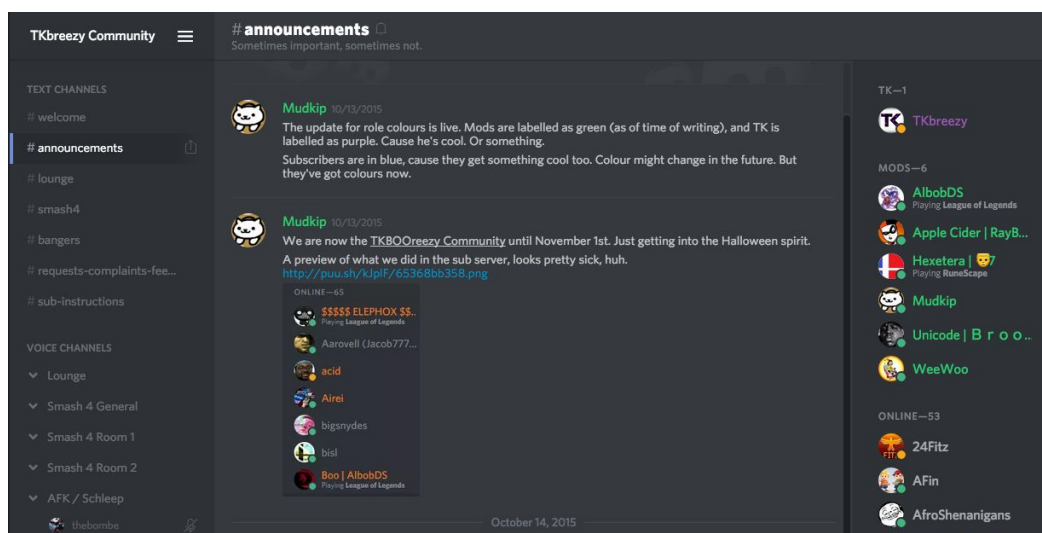
- Stay positive and polite when you're talking with people in the industry. While it might be tempting, don't tag someone to tell them you don't like them or use your store account to spread negativity. This has a high chance of backfiring and creating a PR situation that could alienate that person's fans and cast your shop in a bad light.
- ★ Keep Tweets Short and to the Point
 - Twitter recently doubled its character limit from 140 to 280 characters. That doesn't mean you should use all 280 characters. Medium length tweets often get more engagement than longer ones
 - ★ Make Sure to Use Relevant Hashtags
 - Hashtags work the same way on Twitter as they do Instagram. Using a relevant hashtag can get your tweets in front of a larger audience who's interested in what you have to say.

YouTube

Youtube is the second largest social media platform after Facebook. It's a great place to post content to engage your customers. While your shop is closed you can use it to share videos with your customers that help capture the comic shop culture they're missing. Making videos can be time consuming, so make sure it's something you want to invest time into.

Discord

Discord is a free voice and text application. Stores can use it to create a channel for their employees and customers to talk about the shop, comics, and everything in between. It's easy to set up and doesn't require users to have a social media account to join. Keeping your customers engaged in communication can keep the community you built at your shop alive!



Social media isn't one size fits all. Every store is different. The best way to find out what works for you is to start posting and to keep posting consistently! Use the analytics of each platform to see what kind of posts get the best response and use that knowledge to optimize your social media game.

Additional Resources:

Optimal Image Sizes for Each Platform:

<https://www.falcon.io/insights-hub/topics/social-media-management/social-media-images-guides/>

Social Media Management Platform:

<https://hootsuite.com/>

Tips for Small Businesses Using Social Media:

<https://blog.hootsuite.com/social-media-tips-for-small-business-owners/>