

Social Media Content, Facebook Boosting & SOCi

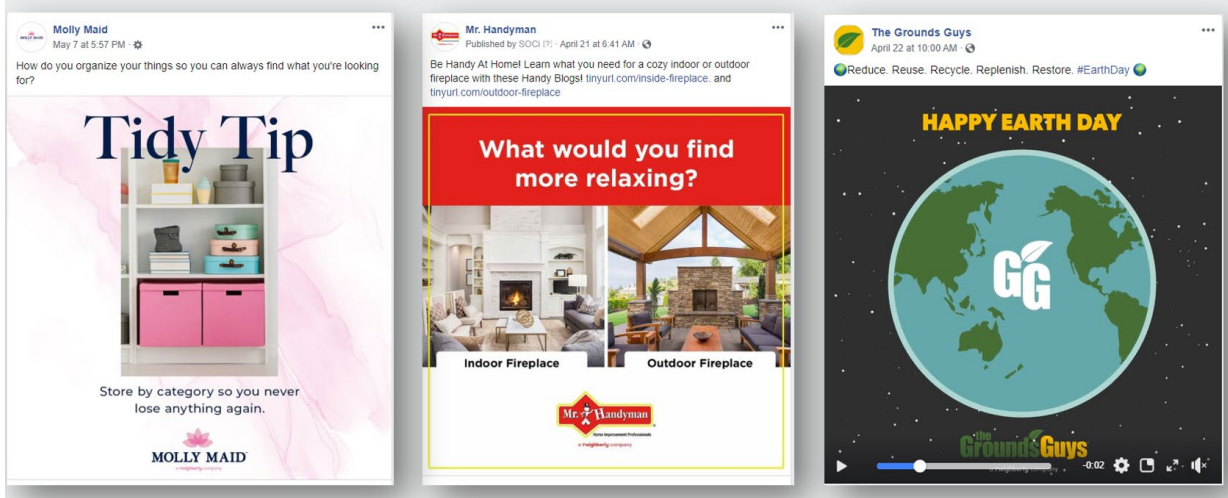
Why is social media important to your business?

1. **Engagement** Helps grow your business by connecting with your community on social media
2. **Visibility** Local content on social media shows your business is a company that is a part of the community
3. **Leads** Using social media as a lead source and branding tool
4. **It's Fun!** Keep it simple, keep it fun!

What types of content should I post or share on Facebook?

1. Share post from your company's national page
2. Share post from other Neighborly Brands to help cross promote
3. Share post about other Neighborly Brands in your territory
4. Your company's vehicle is a moving billboard so use it in social media pictures
5. Take pictures at job sites, local events, or at local landmarks with your vehicles
6. Post pictures of before and after jobs you have completed
7. Feature your team, take a picture at a company outing, local event, working on the job or in the office. You can also feature an employee with a fun fact or bio
8. Connect with local charities or organizations that you are passionate about, take pictures or videos and post them in support of these organizations
9. Share blogs, photos and videos about services that you offer, share your own local content like service pictures on a regular basis
10. Share inspirational or funny memes

Share National Posts



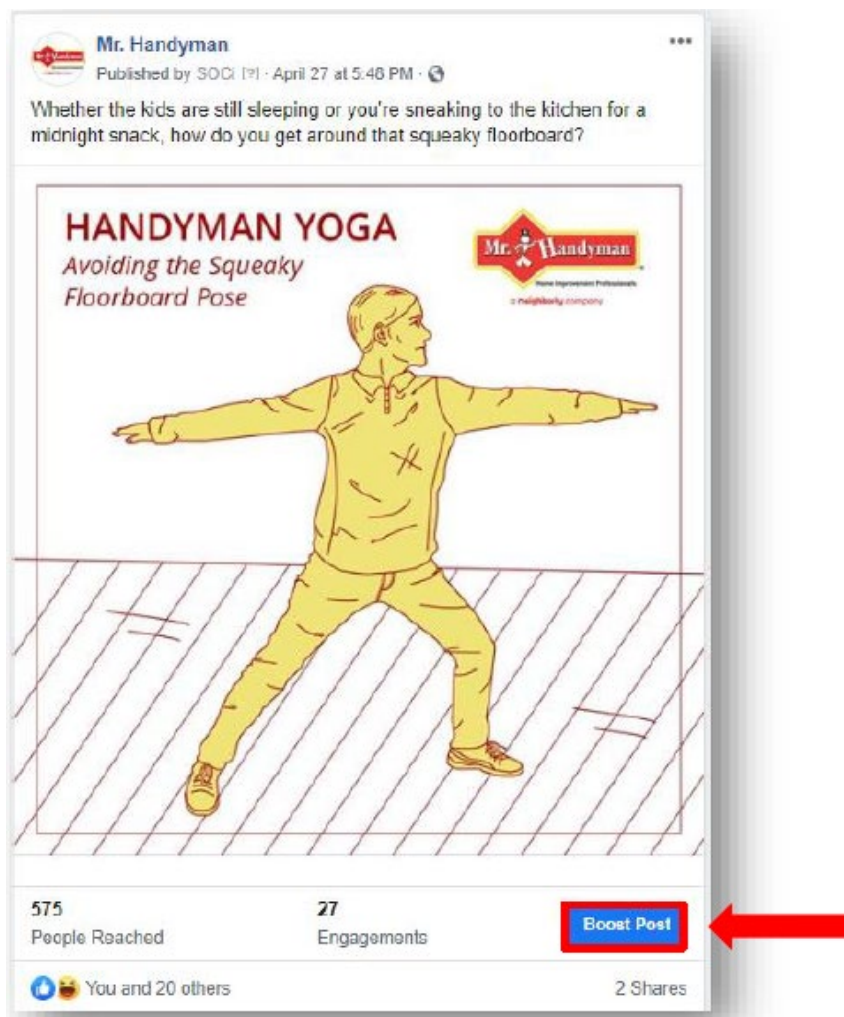
Facebook Boosting

Why is Facebook post boosting important?

1. 7 of 10 adults use Facebook and 75% are on Facebook at least once a day
2. Facebook post boosting can help to drive branding and company awareness in your territory
3. When you boost a post, Facebook will put that post in the newsfeeds of people who do not currently like your Facebook page.
4. When you see a “sponsored” post or ad, a company has paid to put this in your newsfeed

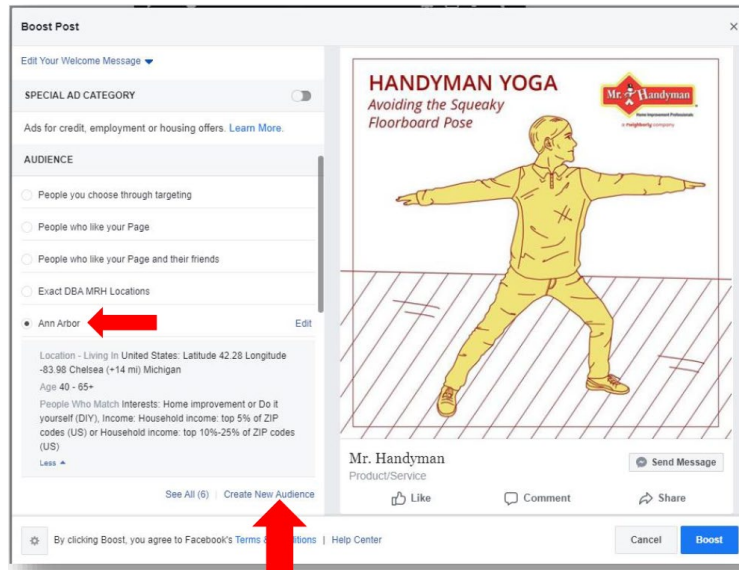
How do we boost a post?

1. When you look at your company's page, each post has a blue **boost post** button in the right bottom corner of the post. Click this blue button to go to boost menu

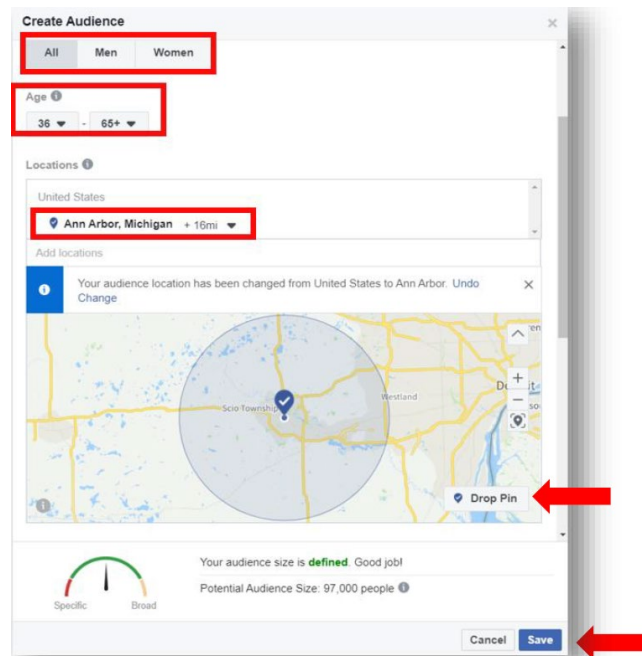


Facebook Boosting

2. In the next menu, click the **Create New Audience** so you can maximize your spend by making sure people only in your territory will see your boosted post



3. Create an audience for your exact territory area to maximize your boost spend by putting in the **Locations** area your city or zip codes you wish to target. You can put in multiple cities, zips or use the **Drop Pin** tool to click and drag a radius to fit your territory. Once created and saved, you will not have to do this every time you boost as Facebook will save this audience for the next time you boost

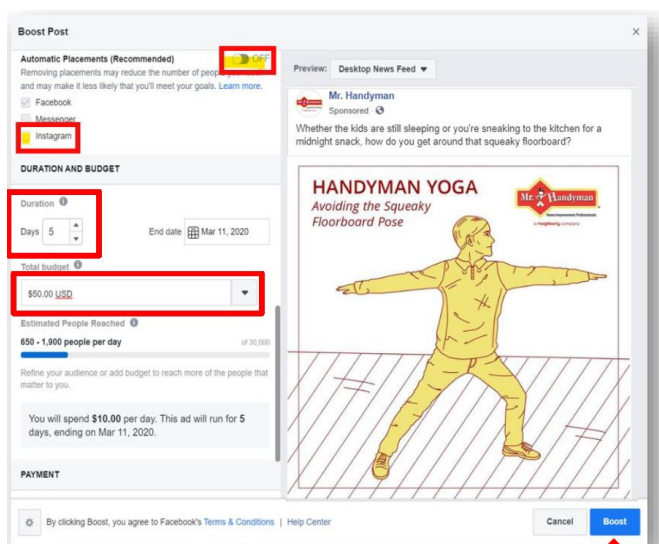


Facebook Boosting

4. Also add demographics for Facebook to target your audience. You can target household incomes to maximize your boost spend by typing in **Household income** then choose the level that fits best your company's target personas. You can have multiple income level or even target people by interest like **home improvement** for example



5. If you have an Instagram account linked to Facebook, you can choose to run the post on Instagram also. If you wish to just run-on Facebook, turn off the Automatic Placement. Finally, choose a duration of days you wish to run the boost and total budget amount. **Our recommendation is to boost 1 post a week for 5 days for \$50 each. But if this is not in your budget then set a price that allows you to boost regularly every week or every other week. What's important is to boost regularly! Last, enter your payment option (Facebook can save this also for next time you boost) and click Boost**



SOCi

What is SOCi?

1. SOCi is an online scheduling tool that allows you to create and schedule posts to your social media platforms
2. You can schedule post, weeks or even months in advance.
3. If your location also has an Instagram, Twitter, LinkedIn and GMB, you can connect these along with Facebook to schedule out post for all your platforms

How do I schedule post in SOCi?

1. If you do not have access to your dashboard, speak to your Local Marketing Specialist. They can also help you to connect other platforms besides Facebook if your location has them.
2. After login into the online dashboard, you will click the **Scheduler** button the left menu. Your calendar will appear and click on the **date box** for desired post

The screenshot shows the Neighborly SOCi Scheduler interface. On the left, a sidebar menu includes options like Location, Content, Scheduler (highlighted), Discovery, Queue, Published, Library, Images, Notifications, Conversations, Reputation, Creative, and Reports. Below the menu is a 'Location details' section with an email address. The main area is a calendar grid titled 'Scheduler' with tabs for 'Post Now' and 'Post Plans'. The calendar shows dates from April 12 to May 16. Each date cell contains a grid of social media icons (Facebook, Instagram, LinkedIn) with associated post times and titles. A red box highlights the 'May 3' date cell, which is currently empty.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Apr 12 4:31 pm ±5 Be Handy 4:31 pm ±5 Be Handy 4:31 pm ±5 Be Handy	Apr 13 9:00am ±15 New tool is 9:00am ±15 Nothing is 6:00pm ±15 New tool in ti	Apr 14 3:24am ±5 Be Handy 3:24am ±5 Be Handy At I 3:24am ±5 Be Handy At I	Apr 15 9:00am ±15 As part of t 6:00pm ±15 Looking for a 6:00pm ±15 Looking for a 6:00pm ±15 Looking for a	Apr 16 6:00pm ±15 Our technica 6:00pm ±15 Our technica 6:00pm ±15 Our technica	Apr 17 6:00pm ±15 Here are som 6:00pm ±15 Here are som 6:00pm ±15 Here are som	Apr 18 6:00pm ±15 Looking for n 6:00pm ±15 Looking for n 6:00pm ±15 Looking for n
Apr 19 6:35pm Be Handy 6:35pm Be Handy 6:35pm Be Handy	Apr 20 9:00am ±15 Nothing is 9:00am ±15 Does your 5:00pm ±15 Nothing is	Apr 21 3:22pm ±10 Be Handy 3:22pm ±10 Be Handy 3:22pm ±10 Be Handy	Apr 22 9:00am ±15 Take care d 6:00pm ±15 Today is Earl 6:00pm ±15 Today is Earl 6:00pm ±15 Today is Earl	Apr 23 6:00pm ±15 While you are 6:00pm ±15 While you are 6:00pm ±15 While you are	Apr 24 9:00am ±15 Heading in 10:00am ±15 Get your yarc 10:00am ±15 Get your yarc 10:00am ±15 Get your yarc	Apr 25 9:00am Design Accen 9:00am Design Accen 9:00am Design Accen
Apr 26	Apr 27 9:00am ±15 Whether th 9:00am ±15 Whether th 5:00pm ±15 Whether th	Apr 28 6:00pm ±15 All of us have 6:00pm ±15 All of us have 6:00pm ±15 All of us have	Apr 29 4:52am 5 Modern Prc 4:52am 5 Modern Prc 9:00am ±15 Plywood is	Apr 30 4:00am 5 Best Tankle 4:00am 5 Best Tankle	May 1 10:00am ±15 Should you ci 10:00am ±15 Should you ci 10:00am ±15 Should you ci	May 2 10:00am ±15 9 Tips to Kee 10:00am ±15 9 Tips to Kee 10:00am ±15 9 Tips to Kee
May 3	May 4 5:00pm ±15 Is it her first 5:00pm ±15 Is it her first	May 5 5:06pm How can you 5:06pm How can you	May 6 10:00am ±15 Mother's Day 10:00am ±15 Mother's Day 10:00am ±15 Mother's Day	May 7 6:00pm Look at these	May 8 10:00am ±15 When should 10:00am ±15 When should 10:00am ±15 When should	May 9 6:00pm ±15 A chalk line is 6:00pm ±15 A chalk line is 6:00pm ±15 A chalk line is
May 10	May 11 5:05pm Check out a f 5:05pm Check out a f	May 12 10:00am ±15 This video pri 10:00am ±15 This video pri	May 13 10:00am ±15 Do you know 10:00am ±15 Do you know	May 14 6:00pm Choosing plar	May 15 10:00am ±15 Which way sh 10:00am ±15 Which way sh 10:00am ±15 Which way sh	May 16 6:00pm ±30 Let the sunsh 6:00pm ±15 In the mood f

SOCi

3. Chose the platform you wish to schedule the post. If you have multiple and what the post to go out to all, leave the boxes at the top green check mark visible, click the box to remove.
4. Add your description and #hashtags
5. Upload a photo , GIFT, video, blog or meme
6. Schedule the time of day you wish to schedule the post to published
7. Click schedule post
8. **NOTE – you CANNOT boost posts from SOCi, so after post has published, you will have to go to Facebook to boost**

Create Message

Mr. Handyman of Wheaton ✓

MrHandyman ✓

Kim Owczarzak ✓

Kim & Wayne Owczarzak ✓

Message

Give us a call today!

21
 21

Our Best Before & After Projects

Instagram options

Upload Photos/GIF

Choose An Image

Shorten URL

Upload Video

Choose A Message

Tags

#kitchen

#mrhandyman1954

☒ Schedule

04/14/2020

10

00

AM

PM

±15 minutes

Peak Time

+

☐ This is a contest

Cancel

Schedule Post

SOCi

What if I want to learn more or need help with my SOCi dashboard?

1. Your Local Marketing Specialist can help you with question on SOCi
2. You can also email support@meetsoci.com for a SOCi Rep assistance
3. Learn more about SOCi at support.meetsoci.com
4. Login to your SOCi dashboard at app.meet.com/admin/login using your company email

