

# SOCIAL BEST PRACTICES

## FACEBOOK

### Scheduling Posts

- It's recommended to schedule posts on Tuesdays or Wednesdays at 9 a.m., 11 a.m., 1 p.m. or 3 p.m. or on Thursdays at 9 a.m. or 11 a.m. to maximize reach to your audience.
- For added exposure, we encourage you to boost these posts to a targeted audience through your Facebook business page. You can set up campaigns to serve only followers of a specific income level or people living in a particular area, or by age and interests.

### Scheduling Your Content

- This helps take the pressure off "having to post." If you create your content using a social calendar, then you can schedule all of your posts to go live on their own by using the Meta Business Suite.

### Content Types

- Pictures and videos work best for social posts and draw engagement.
- Posts that are just text do not perform well. Always try to add a visual.

### Facebook Stories

- Utilize the story aspect of Facebook. It is a great way to show up on the feed page.
- Stories are a fine way to connect with your audience and share content such as photos and short videos between your scheduled video posts. All content posted to Stories lasts only 24 hours.

### Relatable Content

- Posting links to another story or article in the news is a great way to fill the visual and typed area of a post.
  - Ex.: "Fishing licenses are available now for 2023 season" (post DNR link)
- Large catch from out of state
- New state records

### Comment Monitoring

- Respond to comments within 24-48 hours.
- Be kind when posting and responding.
- Negative comments — address publicly by stating a follow-up will take place via a phone call or direct message.
  - "Thank you for your feedback. We will direct-message you to help resolve the issue."

### Reusing Content

- If a post performs well (has a lot of likes and shares), use it again after 30/60 days.
- These posts help fill content calendars and allow for more engagement.

### Commenting on Other Pages

- When your page comments on a post, that will show up in a feed, so avoid commenting negatively or on political posts.

## INSTAGRAM

### Photos

- Instagram is a place for people to post pictures and videos, paired with captions.
- Avoid extremely filtered photos. Post photos with little to no editing.

### Instagram Stories

- Great place to share reactionary/client testimonials videos.

### NOTES:

- You can't post links on Instagram but you can post links in Stories.
- Photographed pictures perform better than animated visuals.
- Links can be placed in the bio (a short description area to show the world who you are). With each post you can add a location. This is a fun way to make posts relatable, as a majority of your posts will be in Michigan.
- You can post multiple photos at a time. However, the photos will be in a square-cropped format.

## VISUALS

### Group Photos at the End of the Day

- Capture every booking and share a picture of the group that experienced charter fishing.

### Reaction Videos

- Videos are ideal for engagement and allow individuals to put themselves on a charter and see how much fun it would be.
- **NOTE:** Have guests sign release forms that will allow for images/videos to be used on social media and promotional materials.\*

\*A line can be added to any liability waivers guests sign prior to starting to fish.



## RECOMMENDED HASHTAG

- Hashtags allow your content to be found easier on social media.
- **Always use:** #MICharterFishing

## ADDITIONAL HASHTAG ADD-ONS

- #Fun
- #FishingFun
- #Family
- #FishingTrip
- #FishingLife
- #FishingTime