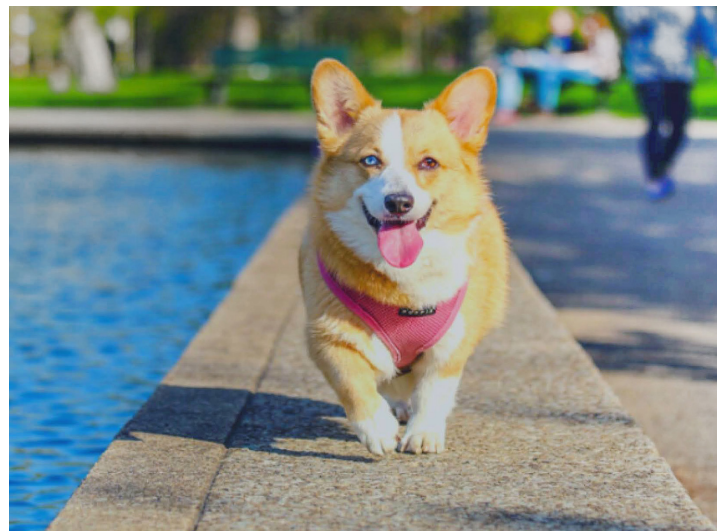


# SUCCESSFUL SOCIAL MEDIA

## A GUIDE FOR THE PET INDUSTRY

Created By UNH Seniors Partnered With Rawz Natural Petfood



THE NEXT BEST THING TO FEEDING RAW.™



University of  
New Hampshire

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# PURPOSE



## What is this guide?

This social media guide is to help retailers better use social media to their advantage. Whether practicing the basics or focusing on specifics, the guide is here to be a resource to reference and assist with direction or provide recommendations.

## Why should I care about social media?

Social media is critical for modern day business success. According to GlobalWebIndex, [54% of social media users use social media to research products and 71% are more likely to purchase a product based on information from social media](#). Social media also has the ability to grow a retailer's current reach exponentially with the amount of users who could become potential customers by using social media to influence their purchasing decisions.

## Where did this data come from?

The data referenced throughout this guide comes from an online survey with 318 respondents. The survey included a variety of topics with questions about content, engagement, frequency, different media platforms, and pet ownership. The team also conducted interviews with a number of pet retailers, discussing the challenges they face in social media marketing and what they found to be successful strategies. All of this data that was collected contributed to the creation of this guide.



# FACEBOOK AND INSTAGRAM

Best practice: focus on Facebook and Instagram over any other platform (Pinterest, Snapchat, Twitter).

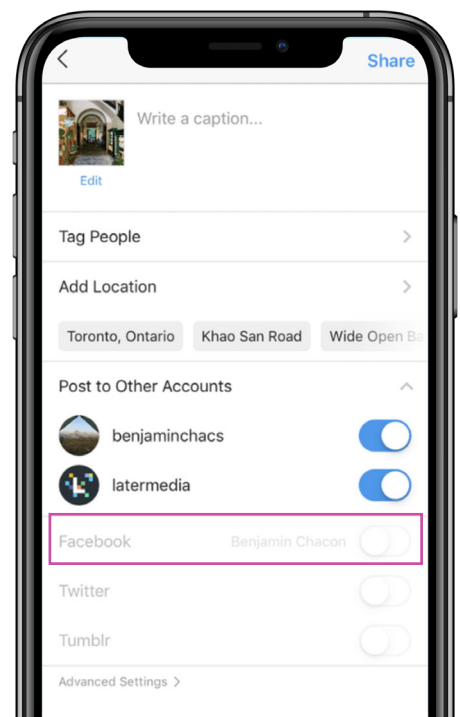
*67% of pet parents follow pet accounts on Instagram or Facebook rather than other platforms according to the survey of pet parents.*



## Instagram and Facebook can be linked together

Once linked, you can publish Instagram posts directly to your Facebook page within the Instagram app.

- 1 Open Instagram and navigate to your account profile
- 2 Tap the three bars in the upper right hand corner and select "Settings"
- 3 Tap "Account" and then select "Sharing to Other Apps"
- 4 Tap "Facebook" and then log into your Facebook account and confirm that you want to link it to Instagram
- 5 When posting, be sure to look under "Post to Other Accounts" and toggle Facebook to on





## Insights with an Instagram Business Account

- 🐾 Business accounts offer insights on posts and stories
- 🐾 These insights can help you to determine which posts and content types are performing the best and which are not, and also give some more specific insight into engagement

How to Use Instagram Insights

[WATCH A VIDEO ▶](#)

## Switching to a Business Account

- 1 Navigate to account profile and open settings
- 2 Tap “Account” and then tap “Switch to Professional Account”
- 3 Pick a category that best describes your business, then select “Business”
- 4 Your account is now a business account!

How to Create an Instagram Business Account

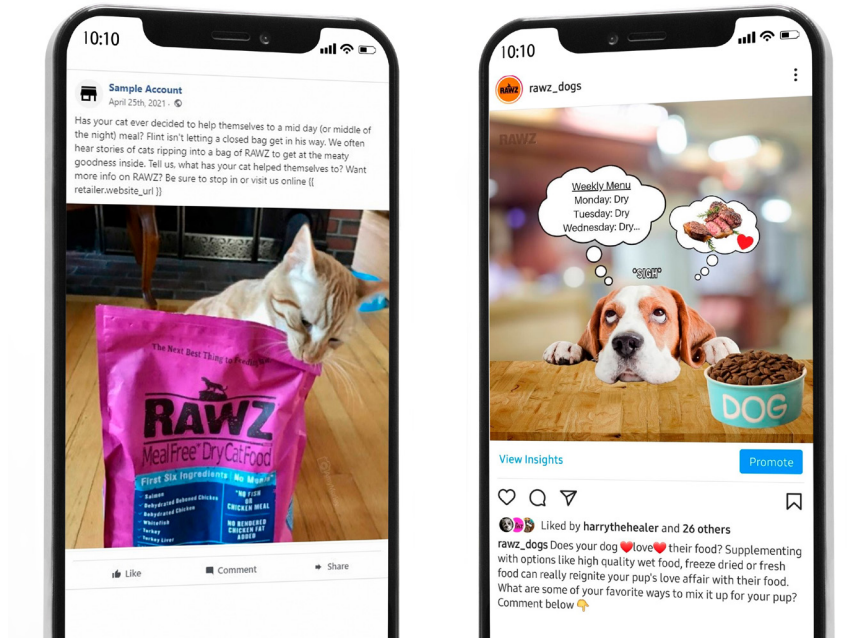
[WATCH A VIDEO ▶](#)



# FACEBOOK AND INSTAGRAM

## POSTS AND STORIES

- 🐾 As a general rule, 80% of posts and stories should be educational/funny/informative, and 20% should be promotional
- 🐾 Try to avoid directly marketing products on posts, and keep that to stories
- 🐾 Reminder to keep your post to Facebook setting on so that posts and stories will appear on both Instagram and Facebook



## Posts

- 🐾 The most important thing to consider when creating posts for Instagram and Facebook is what value the post will provide to your followers
- 🐾 If you want to use a photo posted by another account, ALWAYS ask for permission to post. If the owner agrees, be sure to tag them and give them credit

It is very important to be aware of proper photo etiquette when using photos that are not your own

## Be sure to respect copyright laws:

- 🐾 Google images are **not** generally free to use
- 🐾 When looking for stock photos, use websites such as Unsplash or Shutterstock, and be sure to double check that the image is free and available for use



# FACEBOOK AND INSTAGRAM

## Guide to Creating a Clean and Effective Post:

- Images should be high quality, avoid heavy editing and filters (strive for light and bright photos), and should be appropriate size (sizing below applies to Instagram and Facebook)



- Caption can be short and sweet, with the main goal of engaging followers.  
Engaging captions:

- Give context to the photo
- Use a consistent tone across posts
- Are helpful and provide value
- Ask questions to drive follower engagement
- Use hashtags

- Find hashtags that are relevant to your business or area.  
Don't be afraid to reuse the same hashtags across your posts!

- Think of hashtags as keywords
- Hashtags that you use will help people find your account, and will help the Instagram algorithm to accurately determine what kind of business you are, and show your account to other relevant accounts

[Read this blog for more guidance on choosing the best hashtags for your account](#)

- Check in to your location!

- If your business shows up on the map as a location, use that; if not, use your town or city as a location

- Keep tabs on your post; if followers comment on your post, be sure to reply and engage with them further!



# FACEBOOK AND INSTAGRAM

## Stories

Stories are a great tool to drive engagement with your followers and show what's going on in "real time"

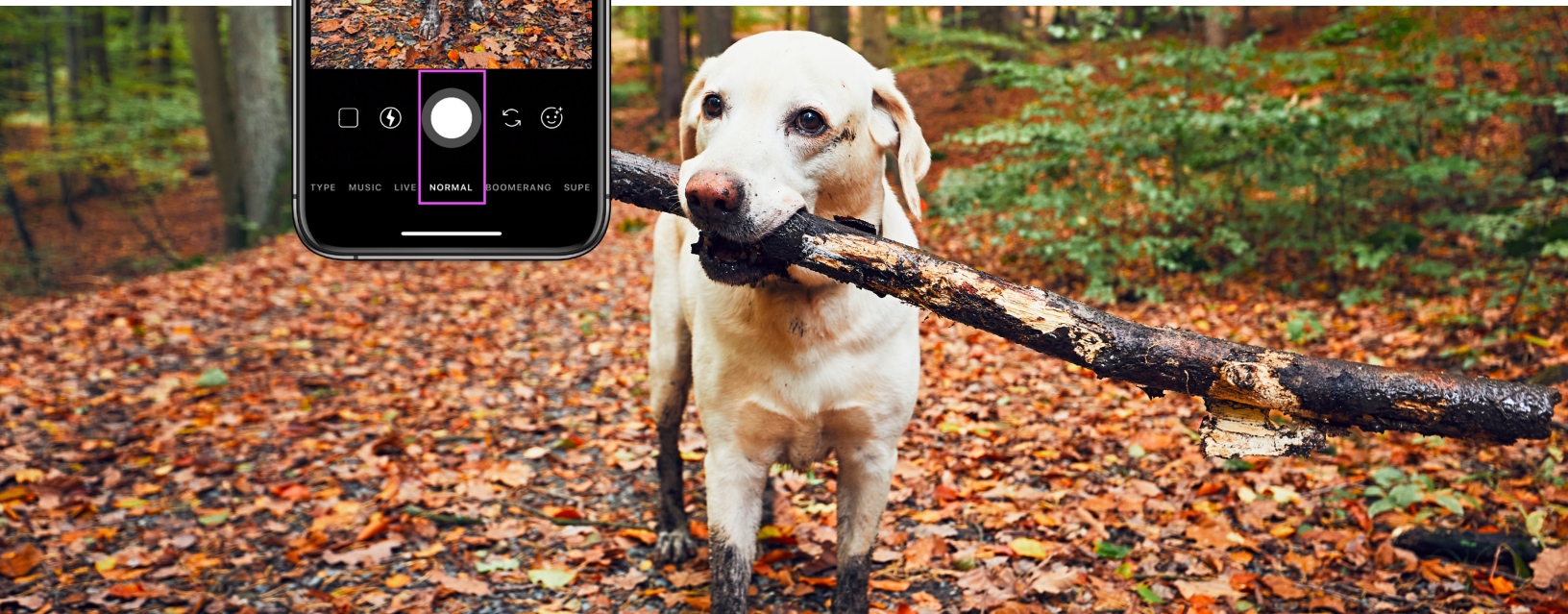
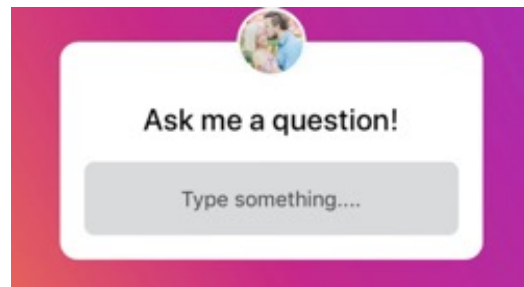
- There are many features in stories that you can use to involve your followers
- Features include polls, questions, quiz, countdown, and rating meter

### Example: Questions

- Ask your followers a question, but rather than give response choices, they are able to type in their own response
- Use this feature to ask a question for your followers to reply to (great opportunity to engage further by continuing the conversation via DMs)

OR

- Use this feature to give your followers an opportunity to ask you questions, and reply via DMs or another story







# PAGE AND CONTENT MANAGEMENT

## OUR FINDINGS

### From qualitative interviews with various pet store owners

- Organic posts receive the best engagement
  - Featuring an animal or other well liked subject
- It is best to use the page as a “gathering place for pet lovers”
- Outside promotion by friends is greatly important in increasing followers and post engagement
  - One store owners page was featured on a local business blog and subsequently received 10k page views

### From quantitative survey research:

Educational and informational posts about pets are well received with 18% of respondents ranking this as their favorite type of post

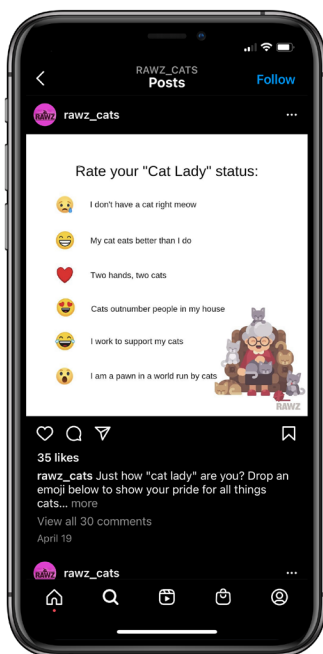


## POST ENGAGEMENT

### How To Increase Instagram Engagement

- 🐾 **Find the best time to post for your page**
  - This information may be found in insights on your Instagram business account
  - Posting when your audience is most active is a quick way to increase engagement and ensures your target will see the post
  - The Instagram algorithm favors posts with high engagement in a short period of time. By posting at an optimal time, the post will move to the top of your followers's feeds

- 🐾 **Engage with followers on stories. Post question "stickers" on your story**
  - This is a great opportunity for your followers to get to know your brand better or ask questions about your products
  - Great place to ask followers questions, this is especially easy through the two option response
  - Add a poll to your story to give followers the chance to interact with the story
  - Type in a question and provide two answers; followers will be able to choose an answer
  - You will be able to see the results of your poll in real time, and which accounts voted for which option



- 🐾 **Test and Analyze new Content Types**
  - New content types such as memes, quotes or user generated content may elicit a more positive response than a typical photo
  - Try new video styles such as stories, Reels, and IGTV
  - Utilize the "reactions" feature on Facebook, encourage people to leave certain reactions as a vote or their opinion. You can also do this on Instagram by having people comment their emojis for their vote.

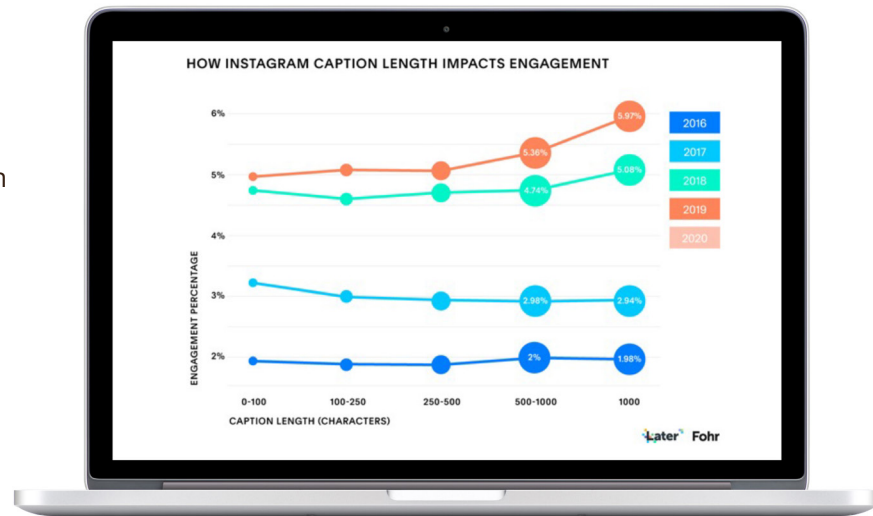


# PAGE AND CONTENT MANAGEMENT



## Write Longer Captions

A factor that affects how your post is ranked in the algorithm is “time spent on post”. Because of this, one of the easiest ways to improve engagement is simply writing longer captions. Check out this graphic for Foehr Ambassador Marketing on this topic



## Create Shareable Content

- This needs to be highly related to what your audience likes and needs
- Infographics or data that can spark intrigue or shock do well in this area



## Use Multiple images in the same post

- This feature is known as “Carousel”
- Using this technique will help keep users on your posts longer, increasing engagement and achieve a higher ranking in the instagram algorithm

## FOLLOWER ENGAGEMENT

**Engaging with followers is extremely important in establishing your social media presence**



Engagement can be defined as:


- Liking and commenting on the posts of followers or accounts that are similar to you
- Viewing stories and interacting where possible
- Communicating with followers via direct messages





# PAGE AND CONTENT MANAGEMENT

## Tiered Approach to Follower Engagement

Engaging on Instagram may be time consuming and tedious, but the key to meaningful engagement is consistency. If you can, follow this 5/15/20 tiered approach to create a consistent presence for your business

-  **Every Day**      Take 5 minutes every day to like and comment on the posts of two pages

  - Pages could be your own followers or accounts whose followers you would like to attract to your page
  - Comments can be as short as a few words such as “We love this!”
  
-  **Every 3 Days**      Take 15 minutes every three days to go a little bit more in depth with your engagement

  - Comments could be longer and more valuable
  - Ask questions or provide thoughtful insight that may drive people to your page
  - Follow accounts that that you admire
  - Reply to follower messages and comments on your own posts and respond to direct messages
  
-  **Every Week**      Take 20 minutes at the beginning of every week to connect with your followers and pages you follow

  - Look through your town or city’s location for posts to comment on or like
  - Look at hashtags you use to engage with your specific niche

Watch the following video for more in depth tips and tricks to finding the most engaged followers possible\*

How to Get Quality Instagram Followers (That Actually Engage)

[WATCH A VIDEO ▶](#)

### Quick Tips

- Frequently comment on posts tagged to your city / town
- Make the comment relevant. It doesn't need to be long just a simple “we love this!” or similar will go a long way
- Repeat this consistently on a number of posts to build a familiar audience in your area



# POPULAR TYPES OF CONTENT

## **Funny posts about animals**

- Pet parents are more likely to follow pages that posted a substantial amount of these posts because they know it would not be strictly advertisement and promotion
- This may include animal “memes,” or pictures or videos of pets doing silly or cute things

## **Educational or informational posts about pets**

- Pet parents enjoy keeping themselves informed about anything that may help or hinder their pet, or the reasons behind why their pets may do certain things. They will be drawn to things that teach them more new things

## **Product recommendations**

- Pet parents enjoy occasionally seeing product recommendations from people who reviewed it and have an opinion on it
- \*NOTE this is different from a typical promotional post you may make trying to sell a product -- these are reviews coming straight from real people
- This may include real customers sending in reviews about products. A written review is sufficient, but if you are able to have any customers send in video reviews of the pet using or enjoying the product, that is even more capturing.
- Being able to post any content from pet related social media “influencers” who have reviewed any products you sell could be another channel for this. Social media users tend to take the word of these influencers with higher amounts of followers and try many things they recommend.
- Try using a “staff pick of the week” or “an employee favorite”. This works as a testimonial and is a great way to be promotional without being pushy.

## **Interactive posts**

- These include live-streamed videos, polls, or any of the asking question tools available on social media posts.
- Pet parents enjoy occasionally interacting with these, but it is important to find the balance between too little and too much. A healthy amount of these posts should be made, but not in everyday use.

## **Contests**

- Pet parents love seeing real pets on these pages, and will get excited about the opportunity to have their own pet featured. Interact with customers and give them a chance to do this by featuring contests such as holiday or seasonal photo contests. Customers may send in photos of their pets showing their costumes or holiday spirit, and in turn your page posts the top photos. This makes the customers feel included in the page.
- If you have the ability to do so, occasional contest giveaways are also something customers will be interested in, and will help to encourage them to share your page to other users. Post about a contest where one random winner will win a product if they like your page, like the post, tag multiple friends in the post, and share the post to their page.

## **Blogs**

- The majority of pet parents read some sort of pet-related blog, whether it is constant or only whenever they see an interesting one pop up.
- You can either choose to make your own blog page, if you are interested and have the time, or you can share links to other blogs as posts on your social media pages.
- Pet parents enjoy reading blogs about educational and informational topics about their pets, similar to how they enjoy seeing this type of content on your page in general.



# POPULAR TYPES OF CONTENT

## Posting Schedule

- Reminder: you want your posts to be only about 20% direct promotional content, and 80% other content
- How often you post is up to you -- but we recommend posting at least 4-5 times a week. If you want to post everyday and have the quality content to do so -- certainly go for it!
- You want to be as consistent as possible. Don't skip chunks at a time
- Align the time of the day that you post. You want to pick one or two specific times and stay consistent with that
- Remember -- there are websites that allow you to schedule all of this ahead of time, all at once, so you do not have to worry about doing this daily
- Below is an example outline you could use for a monthly social media schedule





# PROMOTED ADS

## Instagram and Facebook Ads

Instagram or Facebook promoted ads can be a great way to reach a larger audience than your current following

Promoting a post: paying Instagram to show your post to others they believe would be interested in seeing it

## Algorithm Ranking

- This is extremely important when boosting an Instagram post. Without being ranked in the IG algorithm, IG will not know who to show your post to
- Check to see if Instagram recognizes the type of page you are by looking at your page through another account and looking at the account it suggests while on your page from the dropdown menu
  - Again, Instagram will be able to determine what type of account you have if it is set up as a business account
- Without being ranked, your posts will be shown to random people and not your target market



# HOW TO RUN AN AD CAMPAIGN ON INSTAGRAM IN 6 EASY STEPS

## 1. Navigate to Facebook's Ad Manager

There is no Instagram specific ad manager, Instagram ads are managed through the Facebook Ads UI

## 2. Set your Objective. Instagram Ads work with the following goals

### Increasing brand awareness

- The most standard goal that will result in your ads being shown to more potential people likely to be interested

### Increasing reach

- Maximizes the number of people that see your ads
- This is the only objective available for Instagram story ads

### Traffic (clicks to website)

- More people sent to website or app

### Engagement (Post engagement only)

- More likes, shares, overall engagement

### Video views

### Conversion (website)

- This goal allows you to drive your leads to take action and convert on your website or within your app

## 3. Configure your target audience. Choose from a range of filters

**Location**

**Age**

**Gender**

**Demographics**

**Interests** - Under detailed targeting

**Behaviors** - Also under detailed targets. Includes multiple sub categories

## 4. Choose your placements

## 5. Set Your Budget and Ad schedule

You have the option to pause or stop your campaign at any time if you feel your budget is not being properly allocated

Daily budget are more favorable as it ensures that your budget will not be spent too quickly

## 6. Create your ad and choose your format

### Image / Video Feed ads

- Most standard ad format, Single image

### Image / Video Story

- Same as image feed ads, but for stories

### Carousel Feed ads

- Allows you to show a series of scrollable images instead of just one
- Great for visual brands
- Can help to humanize your brand by showing your culture or the people behind your page
- Up to 10 images within a single ad, each with its own link







# PROMOBOXX

## WHAT IS IT?

An online marketing platform that helps retailers maximize their online presence with minimal time and effort.

Companies, such as RAWZ, cover the cost to provide this resource

## How does Promoboxx help retailers?

**Don't know what to post? What pictures to use? What copy to use as a caption?**

- Are you struggling to find time to market your business online and connect with local consumers? With Promoboxx, your store has access to customizable, brand-approved digital marketing content and an easy-to-use solution to promote the brands whose products you sell, all at no cost to you!

**Retailers can schedule posts so it eliminates the need for constantly monitoring and updating media**

**Tracks engagement to show a retailer how a post is performing**

Promoboxx Retailer  
Dashboard

[LEARN MORE](#)

Getting Started with  
Promoboxx

[LEARN THE BASICS](#)

[WATCH A VIDEO ▶](#)

## How do I use it?

**Promoboxx is extremely user-friendly, no matter your experience level**

- The "Getting Started" section is great for anyone who wants to focus on the basics
- There is also a video guide that shows comprehensive click-by-click tutorials of how retailers can use each feature on the platform

**Sign up now at [www.rawzdigital.com](http://www.rawzdigital.com)**



# RAWZ TOP 10 DO'S AND DON'TS

## DO

---

1. Use captivating imagery/videos
2. Post consistently, but don't over post
3. Be unique and creative with your posts
4. Entertain and Inform your audience (80% educational/funny/informative, 20% promotional)
5. Interact with followers and create relationships
6. Maintain a brand identity through all social media networks
7. Mix up caption length for different posts
8. Share stories on your businesses social channels
9. Prioritize and focus on networks that are best fit for your business
10. Give credit and get permission to tag people in posts

## DON'T

---

1. Don't ask followers to re-post or like your content
2. Don't use too many hashtags, keep them simple
3. Don't have poor grammar/spelling mistakes in posts
4. Don't ignore questions, comments and messages from followers
5. Don't post content in ALL CAPS
6. Don't spam and over-share your content
7. Don't focus on gaining number of followers, quality is better than quantity
8. Don't share sad posts, keep posts fun and entertaining
9. Don't believe everything on the internet, cross check information you are considering posting
10. Check for trends, but don't feel the need to post for all trends

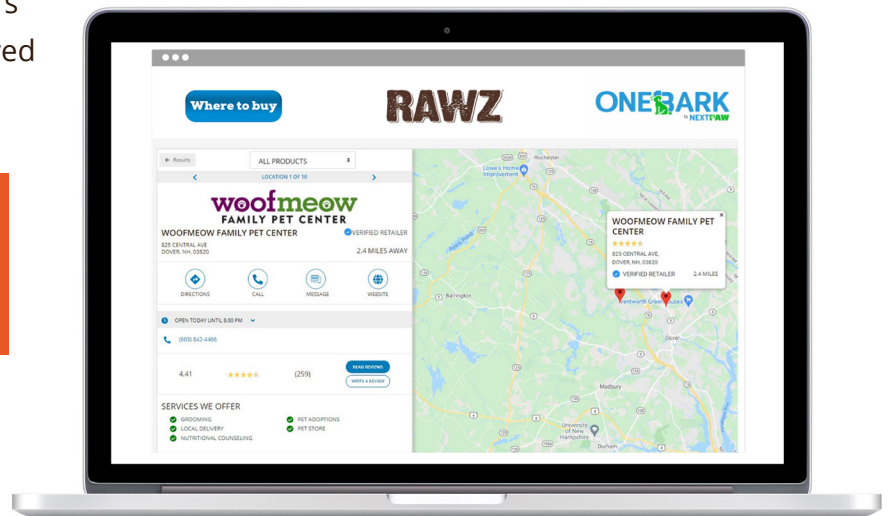


# ADDITIONAL RESOURCES

OneBark provides a one stop shop for retailers to access social media content, resources and announcements from their favorite brands. OneBark also offers groundbreaking functionality and visibility for retailers on participating brand store locators. Share your services, hours, and message directly with customers via your free, verified retailer OneBark account.

Etail Pet- eTailPet's social media management platform, Shareit!, allows pet retailers to connect with their customers across multiple channels easily. It's like having a social media manager in your pocket. Not sure what to post? No problem! Leverage pet-specific branded content, including thousands of media images, web banners and educational information, from beloved pet brands like RAWZ.

Link to Pet Parent Survey Results:  
<https://ql.tc/MtUQhD>



# CLOSING STATEMENT

From January to May of 2021, RAWZ Natural Pet Food partnered with a group of marketing students at the University of New Hampshire for their senior capstone project. RAWZ saw an opportunity to provide valuable information in the form of a social media guide to their retailers.

In collaborating on the creation of this social media guide, the students were able to gain experience working with a professional client on a real deliverable product; and RAWZ was able to consult on the knowledge of the students and conduct qualitative and quantitative research. All in all, the final social media guide is intended to cover the bases of pet-industry specific social media, give ideas and inspiration, and save retailers the time it takes to research best practices.

