

# Social Media Guide

# Build a Solid Profile Foundation

- **Profile Optimization:** Ensure both your Instagram and LinkedIn profiles are fully optimized. Use clear, professional profile and cover images, a concise bio describing your AI, web, and app development services, and a link to your website or a simple landing page.
- **Brand Messaging:** Keep your messaging consistent and aligned with small business needs. Highlight how your services can help them scale or improve efficiency.
- **Clear Call-to-Actions (CTAs):** Add CTAs like “DM us to discuss your project” on Instagram or “Connect with us for a consultation” on LinkedIn to encourage more inbound messages.



Simple



Secure



Inclusive

# Content Strategy for Organic Growth

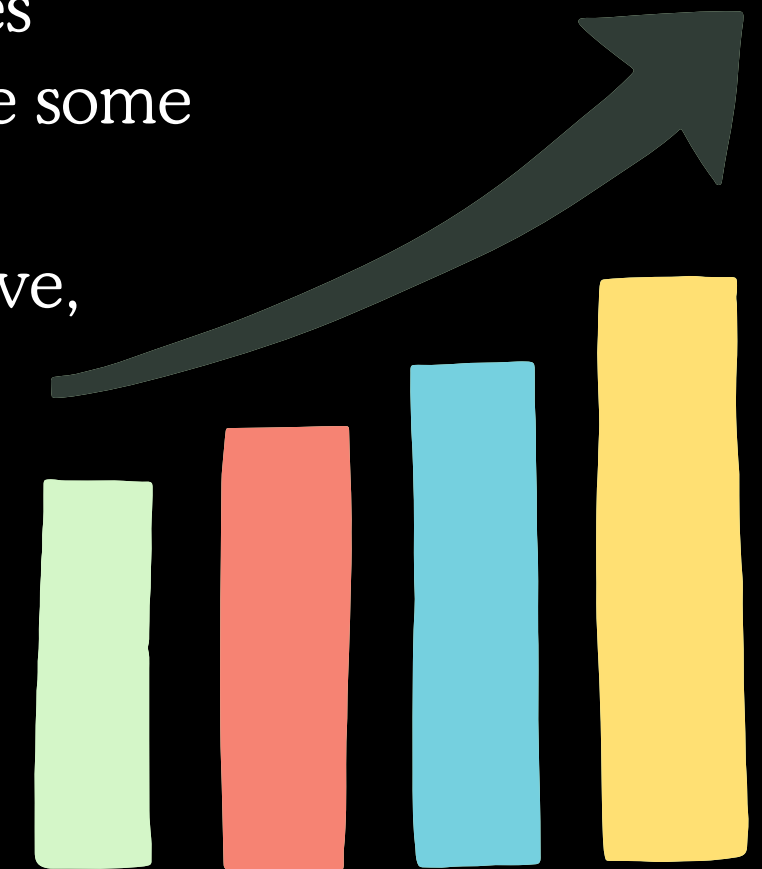
Since your target audience is small-scale businesses, you can build content that addresses common pain points or showcases the value of AI, web, and app development. Here are some content themes to start with:

**Educational Posts:** Simple, engaging posts about common industry challenges AI can solve, such as reducing manual tasks, improving customer engagement, or enhancing website performance.

Example post titles:

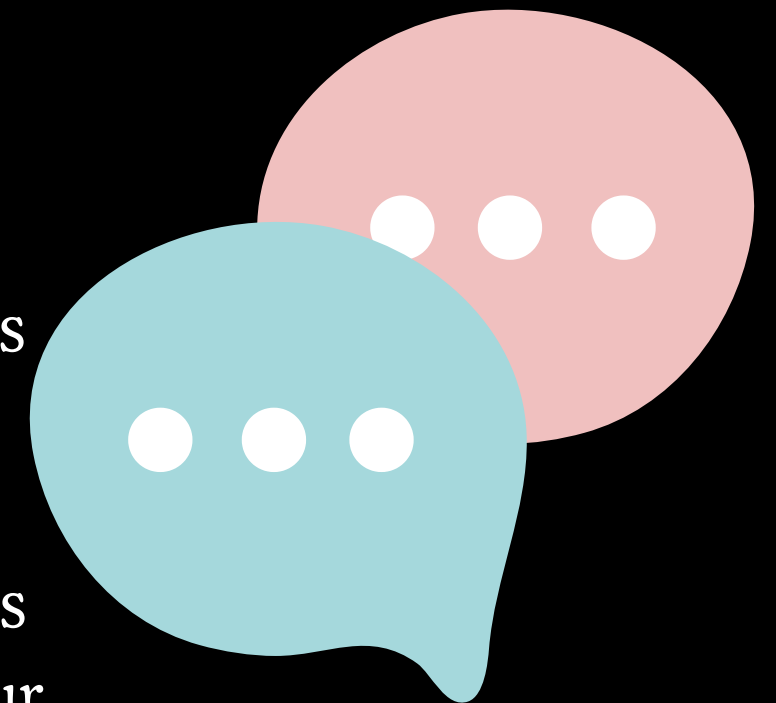
“3 Ways AI Can Help Small Businesses Save Time and Money”

“How a Custom Website Can Boost Your Small Business’s Reach”



# Content Strategy for Organic Growth

- **Service Showcases:** Highlight specific aspects of your web and app development services. For example, share a mock-up design for a web project, showcase a mobile app demo, or share features like chatbots or automated processes.
- **Client Spotlights (Future):** Once you start working with clients, ask them to share testimonials or case studies that you can post. Small businesses will relate to success stories from similar-sized companies.
- **Behind-the-Scenes:** Give a glimpse of the process behind creating your services, even if it's a simple graphic showing your step-by-step workflow. This builds trust by demystifying your process.



# Posting Schedule and Format

## Instagram & Facebook

**Post 3–4 times per week. Use carousel posts to explain concepts in detail and Reels or short videos to increase reach, as Instagram prioritizes video content. Include relevant hashtags (#SmallBusinessAI, #AIforBusiness, #WebDevForStartups) to reach your target audience.**

## LinkedIn

**Post 2–3 times per week. Focus on long-form text posts or carousels that educate, as LinkedIn users appreciate in-depth content. End each post with a question to encourage engagement (e.g., “How are you using tech to improve your business?”).**

# Community Building and Engagement Tactics

Organic growth is highly tied to engagement. Here's how to grow your followers and interact with potential clients:



**Commenting on Industry Content:** Engage with small business groups or AI-related posts on LinkedIn. Drop thoughtful comments that add value to the conversation and subtly showcase your expertise.

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**Participating in LinkedIn Groups:** Join groups where small businesses are active, like “Small Business Network” or “Start-Up Hub.” Share useful posts and engage with members’ questions or needs.

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**Instagram Story Engagement:** Run quick polls or Q&A sessions on Instagram Stories to keep followers interested and build two-way communication.

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**Connect with Followers Personally:** After someone follows you, send a polite and personalized DM or connection message. For LinkedIn, mention that you specialize in supporting small-scale businesses with affordable AI solutions, and invite them to explore collaboration.

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# Social Media Scheduling and Management

## **Set Up Your Account:**

Go to the Meta Business Suite and log in with your Facebook account.

Connect your Instagram account if you haven't already. Go to Settings and select Instagram to link your account

## **Create a Post:**

From the dashboard, click on the Create Post button.

Choose whether you want to post on Facebook, Instagram, or both.

## **Design Your Post:**

Add images or videos by clicking on Add Media.

Write your caption, including any hashtags or mentions

## **Schedule the Post:**

Instead of clicking Publish, click on the dropdown arrow next to it and select Schedule.

Choose the date and time you want your post to go live.

Click Schedule Post to finalize.

## **Manage Scheduled Posts:**

Go to the Content tab on the left sidebar to see all your scheduled posts and edit them if needed.





# Hootsuite (Free Plan)

Hootsuite offers a free plan that allows scheduling for multiple accounts, including Instagram and LinkedIn. Steps to Schedule Posts:

## Sign Up:

- Go to [Hootsuite.com](https://hootsuite.com) and create an account.

## Connect Your Accounts:

- Add your Instagram and LinkedIn accounts in the dashboard.

## Create a Post:

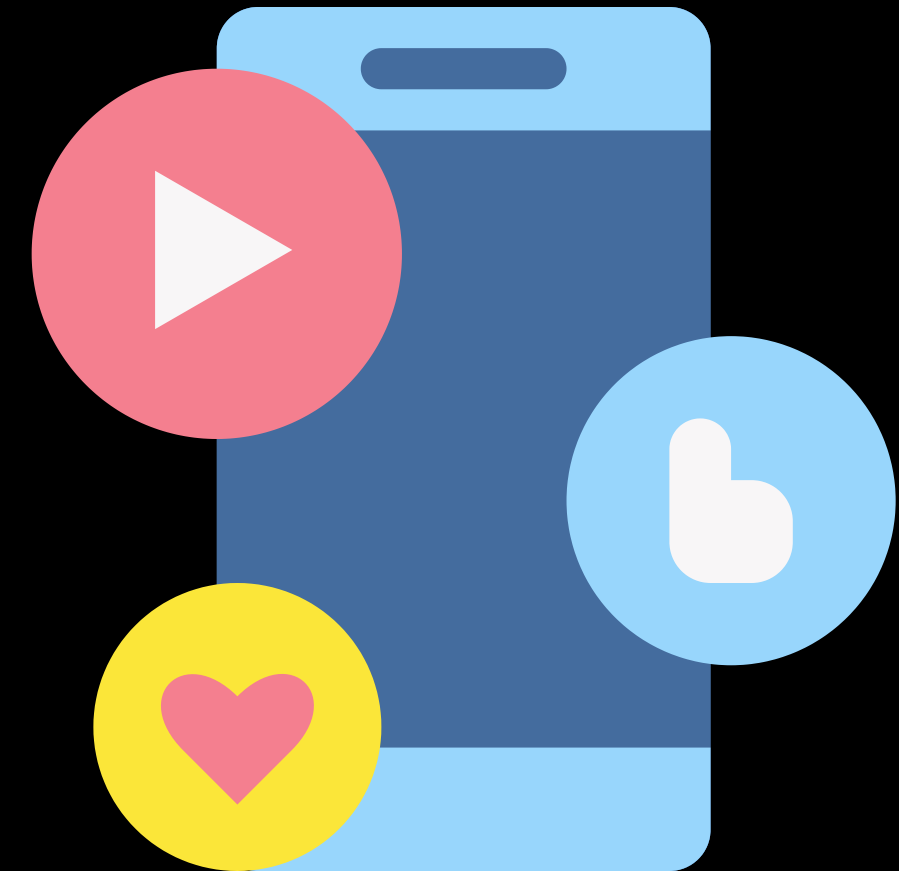
- Click on New Post and select the social accounts you want to post to.

## Write Your Content:

- Add your message, images, or videos.

## Schedule:

- Click on the dropdown next to Post Now and select Schedule for Later.
- Choose the date and time, then click Schedule.





## Buffer (Free Plan)

Buffer is another popular tool for scheduling posts across social media platforms, including Instagram and LinkedIn.

**Steps to Schedule Posts:** Create an Account: Visit [Buffer.com](https://buffer.com) and sign up for a free account.

**Connect Social Accounts:** Link your Instagram and LinkedIn accounts.

**Create a Post:** Click on What do you want to share? and write your post content. Add any images or videos you want to include.

**Schedule:** Click on the Add to Queue button or select Schedule Post to set a specific time.

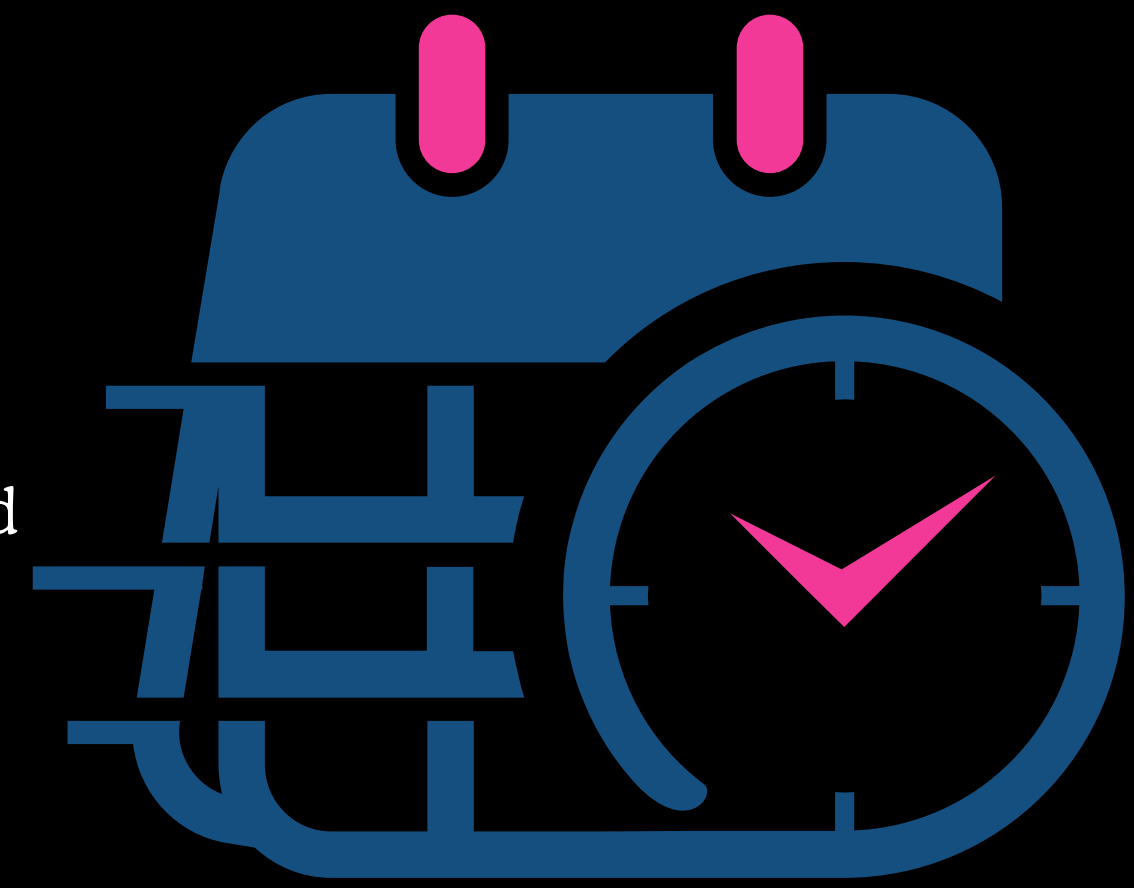


# Content Calendar Creation

Please create a content calendar utilizing the mentioned prompts and make sure to modify the content as necessary.

Create me 100 sets of [Content- Real estate service -3D modeling , Investment calcultive is fine Crm is also fine] in the same style as the below examples, and format them in a table where one column is the topic, one column is the part 1, and one column is the part 2. Do not repeat any [content]. These should be [Content- Real estate service -3D modeling , Investment calcultive is fine ] and more. They'll be formatted as a topic or type of [content], part 1 and then part 2. Keep the [content] engaging, polarizing, over the top and relatable to everyone. The reading grade should be under grade 7 ideally.

Repeat this format across various relevant topics, ensuring each pair feels engaging and accessible. This table helps your team create a consistent flow of ideas, and each entry can be expanded into content for posters, short videos, or social posts.



# Content Creation with AI Tools

Once the content calendar is ready, proceed with creating visuals and videos:

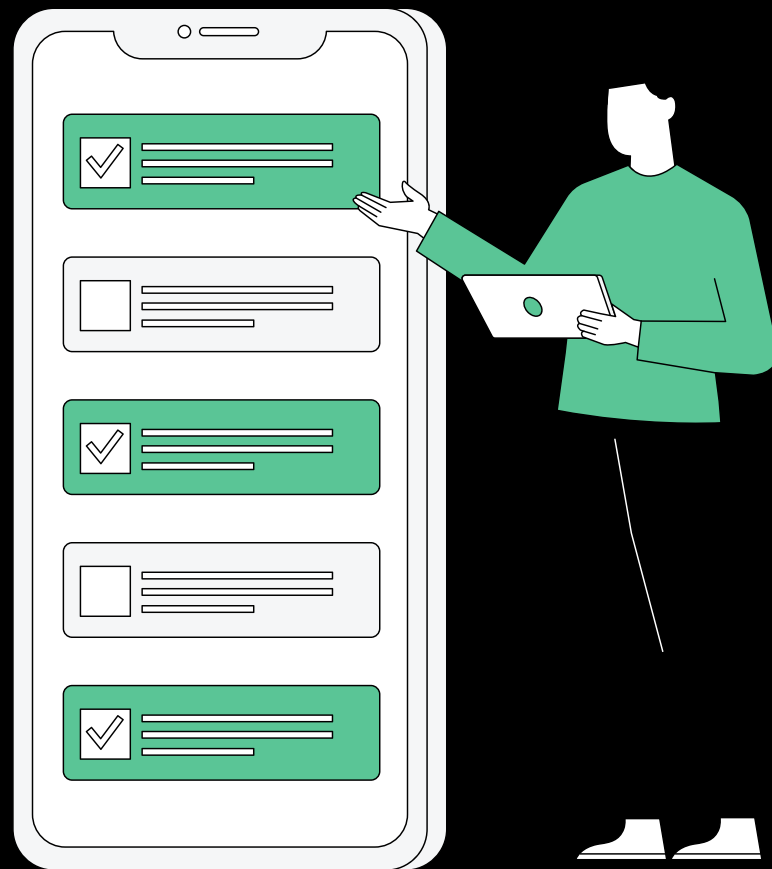


**Posters & Graphics with Canva:** Use Canva to maintain visual consistency and branding. Select real estate and investment templates to create posters for each content calendar entry

**Video Creation Tools:** DeepBrain, Elai.io, Colossyan

- Create short videos where the scenario from Part 1 is introduced (e.g., "Struggling to see your future space?") and then resolved with Part 2 ("Our 3D modeling brings your future home to life in real-time!").
- For extended access, you can use platforms like [temp-mail.org](https://temp-mail.org) to generate additional temporary emails.

# Content Creation with AI Tools



## Captions for Talking Videos (iOS):

Utilize Captions for Talking Videos for dynamic, engaging captions. This app is great for adding animated text or subtitles to videos, making the content more accessible and engaging.

## Additional AI Resources:

Check AIExploria to explore other AI tools that may be relevant.

They have an extensive library of AI tools that could help streamline workflows or add creative elements to videos and posters.

## Text-to-Video with InVideo:

With InVideo, transform some of the text from the calendar directly into video format. This platform's text-to-video feature can help create quick, professional-looking videos that convey the problem-solution scenarios.