

DOWNTOWN LEMONT: LOCAL BUSINESS SOCIAL MEDIA GUIDE

Auditing Your Social Media:

#1 | MAKE SURE YOU ARE ON BRAND

Look at all of your social media accounts and make sure they are all complete and on brand:

- **Profile/bio text.** Check that all fields are filled in completely and accurately with current brand messaging.
- **Handle.** Be sure to use the same handle across all social channels, if possible.
- **Links.** Link all accounts to your website.
- **Pinned posts.** Evaluate your pinned posts to ensure they're still appropriate and up-to-date.

#2 | ANALYZE YOUR SOCIAL DATA

You can find key metrics for your social posts using the built-in analytics tools for each social network. Some important analytics to consider: reach and engagement (how many people saw and interacted with your posts) and what are the demographics of people the people who visit your social media pages? These are great guides on how to use all of them:

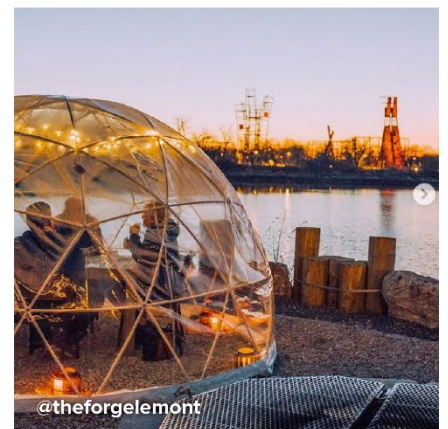
- [Facebook analytics guide](#)
- [Instagram analytics guide](#)
- [Twitter analytics guide](#)

3| IDENTIFY YOUR BEST-PERFORMING POSTS

In looking through patterns of your posts, you can get a ton of great feedback. Look at: what kind of posts get the most likes or comments (images, videos, type of post)? Do people respond to the same kinds of posts on your Facebook Page as they do on your Instagram account? If not, how are they different? This information will help you decide: what to post where, what is working in terms of getting a lot of views and interactions, and what types of posts you should ditch.

#4| LOOK FOR INSPIRATION

Now that you know what's working for you and what areas you may want to strengthen, check out other businesses for



inspiration. Note how they curate content, what their images look like, and if they are using a mix of photos and videos. Also note if they are using other features, such as IG stories or reels. While you want your social brand to be completely your own, there's a lot of creative inspiration out there that you can use as a starting point.

Social Media Tips:

Maximize your Bio: Your social media bios are your audience's first impression of you, your brand, and what you offer. To enhance your bio:

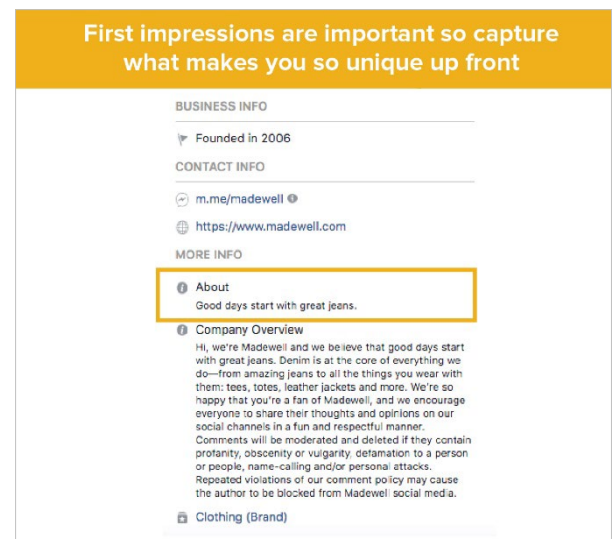
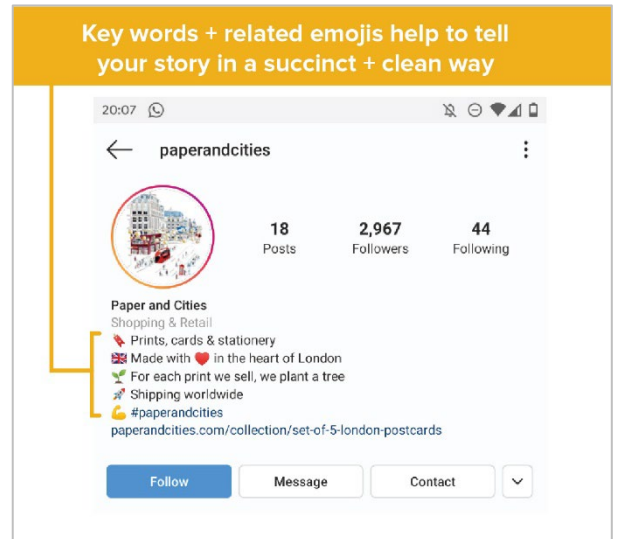
- Add keywords and descriptive words into your profile name.
- Use your bio to quickly convey what your business is all about.
- Use line breaks and emojis to make your bio look neat and easy to read.
- Include a strong call-to-action, such as: *Visit our website to learn more* or *Click the link below to submit an order.*
- Use a free "link in bio" aggregator, like [Linktree](#), to showcase more than one link for ultimate traffic conversion.

Post Photos: Photos, particularly those with people, receive more likes and engagements than graphics (images with text).

Post Regularly: Ideally, once a day. The more you post, the more you grow.

Use the Features: New features, like Instagram Reels or Facebook Live, get prioritized in the feed. Try out new features as they launch!

Show you are part of a bigger Network: Show your community love by re-sharing posts to your story from others or tag other businesses or @lemontdowntown in your posts so that more people end up seeing *your* posts.



Use a Location Tag: Using the location tag on all of your posts makes them more discoverable by people who are not already following you.

Use VSCO for Photo Editing: Have a mediocre photo that needs some love before posting? The [VSCO app](#) is a great app for photo editing. Try and use the same few filters so your feed looks consistent.

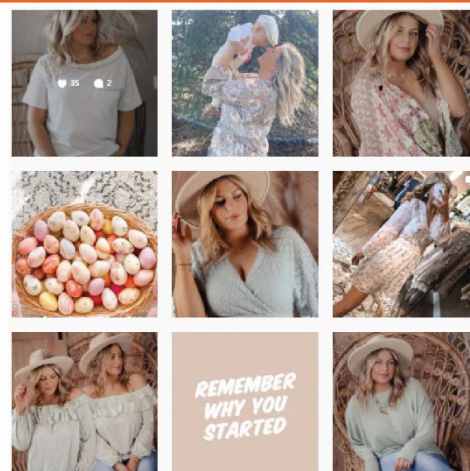
Respond to Comments: It can be time consuming, but it signals to the algorithm and to your followers that you care about your community and your reputation.

Find Your People: Identify local influencers, photographers, or other active accounts in Downtown Lemont and the surrounding area. Share their posts and engage with them frequently.

Have a Voice: Your accounts should reflect your brand and identity. Don't worry about your pages being overly curated, but make sure they feel true to YOU!

Use Hashtags: Hashtags help social media users organize and categorize content, making it more discoverable by your target audience. A good hashtag gets your content in front of a bigger audience and helps raise awareness and interest about what is going on in the community. Research has found that the optimal number of hashtags per post is 11. You can also use online hashtag generators like [All Hashtag](#) to enter a key word and find the top hashtags around that topic. Choose hashtags based on the content of the post, using a one or two brand specific hashtags as well as hashtags that are popular throughout the community.

Use photo editing apps to achieve a consistent look and feel of images you post



Use linktree for Instagram so visitors can access a number of different, direct links



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