

Best Practice Series: Social Media

Social media is becoming part of your customers' daily lives. It's also the consumer choice for online interaction. In fact, there's a good chance a conversation about your dealership is already taking place online. Here are some best practices to connect with customers, cultivate relationships, and increase sales.



✓ Getting Started

In leveraging social media, your goal is to develop and maintain customer relationships. To get started:

- Claim all relevant profiles.
- Ensure all business information is correct and consistent.
- Make sure all profiles have a branded profile picture and cover photos.
- All profiles should be dealer specific, not an auto group profile or combined with another brand.

1 Facebook

- Do not use hashtags, they are not as widely utilized on this platform as they are on Twitter.
- Use video wherever possible; it outperforms static images and drives better engagement.
- Feel free to include shortened links to Tier 1 sites where applicable. Use a URL shortener to reduce the URL length.

2 Instagram

- Similar to Twitter, keep the content concise.
- Links in Instagram content are not clickable so do not include them.
- Videos cannot exceed 60 seconds in length.

3 Twitter

- Must be under 240 characters including spaces and punctuation. Images do not count against the character count.
- Utilize hashtags to increase engagement and drive a larger conversation. Ideally, align with a Tier 1 hashtag that has already gained some traction.
- Keep the copy concise. Save the extended version for Facebook.

Social Media Best Practices:

- **Promote Your Profiles** – Include social media links on your website and in all marketing materials, both print and digital.
- **Get Employees Involved** – Have them generate content, promote the dealership in social media and contribute to the social strategy.
- **Respond to All Fans within 24 Hours** – This includes comments, wall posts, private messages, and tags.
- **Post at Least 3 Times Per Week** – Try not to post more than 1 time per day or 7 times per week.
- **Social Media is a BBQ, Not a Sales Booth** – Don't be too salesy in the content you post. Instead, showcase your brand's personality through photos, videos, GIFs, questions/polls, and contests.
- **Balance Organic & Paid** – Paid social advertising helps you increase conversions from in-market shoppers whereas organic social media helps establish your brand and improve SEO.
- **Pay Careful Attention to Targeting** – Spend as much time identifying your target audience criteria as you do creating posts.
- **Test Your Facebook Ads** – There are a variety of different types of ads, targeting methods, and budgets that you can test.
- **Set Goals & Monitor Performance** – It is imperative to set goals for your social media strategy and monitor your performance on a regular basis. Key Performance Indicators (KPIs) we recommend looking at are Fan Growth Engagement Rate, Impressions, Cost Per Click and Click Through Rate.