



Using Social Media To Grow A Community

How to build long lasting relationships
with your customers online.

Edwina Mullins

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Audience vs Community



Existing Communities Are Out There

 **Nationwide Produce** @NationwidePlc · 1h
It's British Food Fortnight - supporting our great nation!

Wye Valley English Blueberries, hand-picked, chilled and packed on the same day

#freshproduce #freshfood #fruit #blueberries #BritishProduce #BuyBritish #BritishFarmers #BritishFoodFortnight

nationwideproduce.com





 **SALSA Food** @salsafood · Sep 20
CONGRATULATIONS! To all our members who have worked so hard to gain their SALSA Certificate in the past few months. It has not been easy but you have done it! Find out who they are: ow.ly/w6iD50BuK6r #BuyBritish #BritishFoodFortnight #LocalHeroes #SALSAApproved #FoodSafety









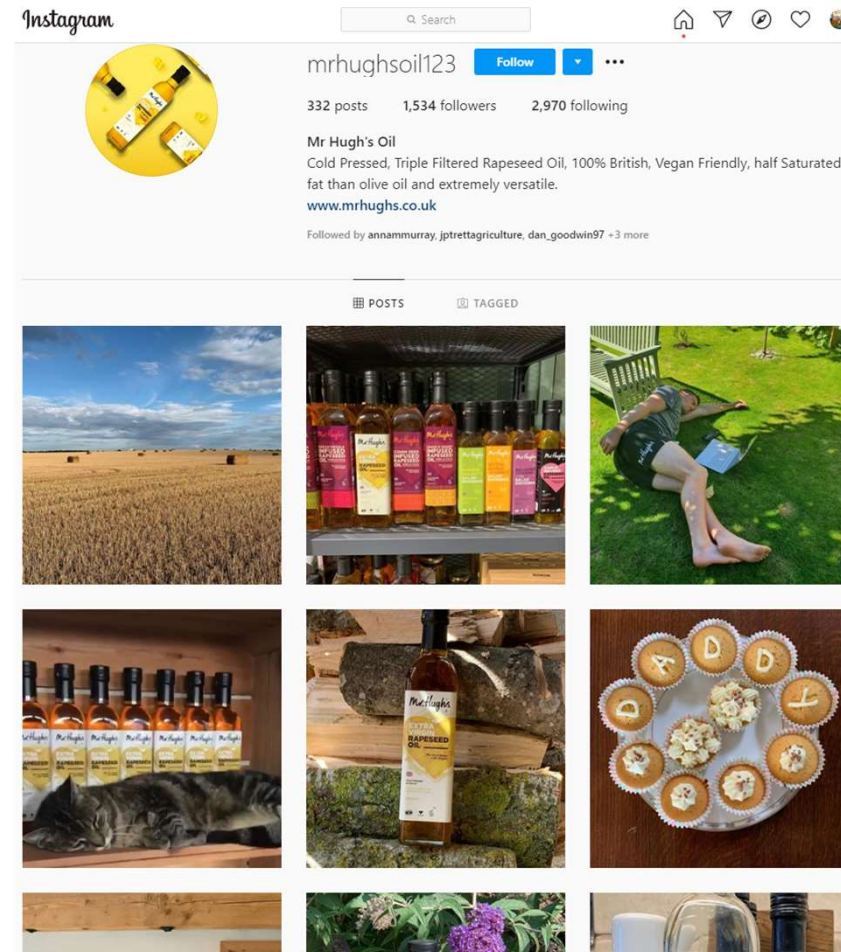
Be Visual

What Is Your Brand?

Reflect your brands values: decide on your 'look', tone of voice, likes, dislikes and how you want your brand to be portrayed.

Use high quality images & creative snapshots:

- Be inspirational
- Go behind the scenes
- Show the humans





Be Authentic.

Find Your Voice

Roop Kahlon is at **The urban Alchemist Detective Agency**.
27 May · Nottingham · 🌐

samosa chat: the humans of hospitality...
instagram live @urban_alchemacy: thursday 28th may - 3pm
so my personal search to find out a little more about the humans behind the hospitality has led me to this absolute gem..... See more



Gareth G Franklin is with **Shiv Lal** and 3 others.
6 d · 🌐

Tomorrow night I'll be rocking the Mezzanine bar at The Stratford hotel from 8:30 with all the delicious Luxardo cocktails!
Hope to catch you there!



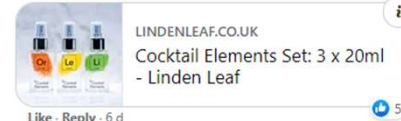
👍👍👍 132 15 comments 11 shares

👍 Like 💬 Comment ➦ Share

View 1 more comment

Chris Monachan
Nice What brand are the sprays you guys are using?
Like · Reply · 6 d

Gareth G Franklin
Chris Monachan
<https://lindenleaf.co.uk/.../cocktail-elements-set-3-x-20ml/>
They're awesome!



Like · Reply · 6 d

👍 5

➦ View 2 more replies





Find Your Niche



Best Brunch in North Norfolk - Food and Drink - Eastlife



More taste, less waste, with Hotpoint and Jamie Oliver

Promoted by Hotpoint



Chicken factory in Norfolk closes as covid crisis hits UK...



Our Featured 8 Must Eat Norfolk Foods on Fabulous Norfolk



Dining In Norfolk, Virginia: Where American Cuisine Was Born...



Home



Lemon & lime marmalade

Promoted by Waitrose



These 13 Restaurants In Virginia Don't Look Like Much... But...



Normal for Norfolk - A Recipe for Norfolk Treacle Tart



Inspire Landing Page



Norfolk Restaurants



The Ultimate Staycation - Norfolk - Where Charlie Wanders



The North Norfolk road trip



Norfolk Beach



A Norfolk Self Catering Holiday Cottage Guide To Norfolk...



Huel Complete nutrition. Delicious, natural ingredients. Ready in minutes.

Try now



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**Engage With
Your Customers
To Create
Communities**

My Top Tips

1. Be consistent: what can your community expect from you?
2. Inject your personality into your content: be true to you.
3. Create your own community
4. Leverage your wider community
5. Add Value: what's your why?
6. Post regular content
7. Be responsive: respond to comments (always!)
8. **Mean it.**

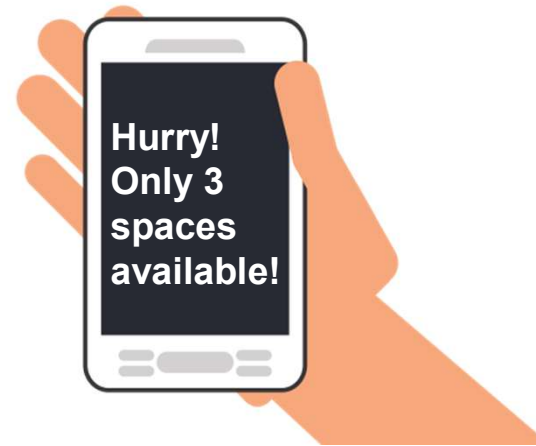


Special Offer

30 Minute Digital Marketing Consultancy Session FOR FREE

Just complete this form <https://socialb.co.uk/consultancy/>

- Fix a problem on your site
- Make a social media plan
- Audit your website together
- Reassess your digital strategy
- Just pick our brain!



SocialB Next Steps

**Proven Digital Marketing Tips
Straight to Your Inbox**

Get access to exclusive tips, strategies and case studies from the digital marketing experts

I need help creating a new website for my business

I want more engagement on my social media activity

I know there's more traffic out there - help me find it!

I want my business to be more profitable online

I want to increase my e-commerce revenue

I want to expand my business overseas

Sign Up

Tick any options that are relevant to you

socialb.co.uk/newsletter/





Questions





Thank You!

Follow us for social media tips & tricks

@SocialBuk

info@socialb.co.uk