

GUIDE



# SOCIAL MEDIA SHORTCUTS FOR YOUR BUSINESS

To find out more visit  
[safecontractor.com](https://safecontractor.com)



# MAKE YOUR BUSINESS STAND OUT WITH SAFECONTRACTOR

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83% of businesses are planning to improve their pre-qualification processes in the next two years.

As one of the 5.5 million private businesses in the UK employing five or less workers, you need to meet all statutory obligations, as well as good practice when it comes to health, safety and ethical standards. Which is why the clients you work with are taking a more proactive approach to identifying, controlling and limiting their risks and applying this across their supply chain.

That means, when it comes to choosing contractors, companies are increasingly asking the people they work with to prove that they operate ethically and sustainably through contractor prequalification.

Working as a contractor, you'll need to provide reassurance that you have appropriate credentials in place not just for health and safety, but also for financial stability, environmental management, operational quality, equality and diversity, information security, modern slavery and anti-corruption.

So, to help realise tendering opportunities to win new contracts, SafeContractor accreditation is a globally recognised way to prove that you're compliant with all the latest relevant legislation, follow best practice and meet all the standards for your industry.

## WHY CHOOSE SAFECONTRACTOR ACCREDITATION?

Don't let a lack of transparency be a barrier to your success. Being SafeContractor accredited shows your clients that you're committed to continuously improving health and safety standards and sustainable and ethical practices.

With the SafeContractor approved seal, you can show that your business is credible, helping to win more clients and providing complete peace of mind that you meet the right standards.

### SafeContractor helps you:

- **Prove your commitment to safety and ethical practices** by displaying the SafeContractor approved seal
- **Show your business is credible** to help win more clients
- **Gain complete peace of mind** that your business meets the right standards
- **Stay ahead of the competition** when tendering for work

### There are many reasons why SafeContractor is rated Excellent on Reviews.io:

- An SSIP founding member with 21 years' experience
- Full PAS91 compliance
- An internal team of 80 technical experts, the largest in the UK, to support you
- Tailored risk-based questions so it's relevant to your profession
- Free 24/7 access to health and safety advice lines
- Easy-to-follow accreditation guidance notes and templates

# MAKING YOUR LINKEDIN PROFILE STAND OUT



## USE A PROFESSIONAL PROFILE IMAGE

This might seem an obvious one, but it is important to give off the right impression. It doesn't need to be a professionally taken photograph but you should be able to clearly see your face. Avoid the use of filters and props as you want the image to be instantly recognisable as you. Don't forget to smile, you want to seem professional and approachable.

## CREATE A CUSTOM URL

LinkedIn will automatically generate a URL for you when you create a profile, but this can be changed to a more personal URL. This can be done using the following steps:

- 1 View your profile
- 2 Click 'Edit public profile & URL'
- 3 Click 'Edit' under the 'Edit your custom URL' section
- 4 Create your URL
- 5 Save your changes

## SELECT YOUR HEADLINE WISELY

This is likely to be one of the first things people see about you on LinkedIn (aside from your name and photo), it's also one of the things that will help you to be found on a search function.



### PRO-TIP:

Use this as an opportunity to sell yourself. You can summarise your role, skills or business in this section. You can also use the '|' character to break up your headline to add in more distinct details, e.g. "Qualified Electrician | Director of Sparky's Co. | NICEIC Approved Contractors".

# MAKING YOUR LINKEDIN PROFILE STAND OUT

## USE THE SECTIONS PROVIDED AND KEEP YOUR INFORMATION UP TO DATE

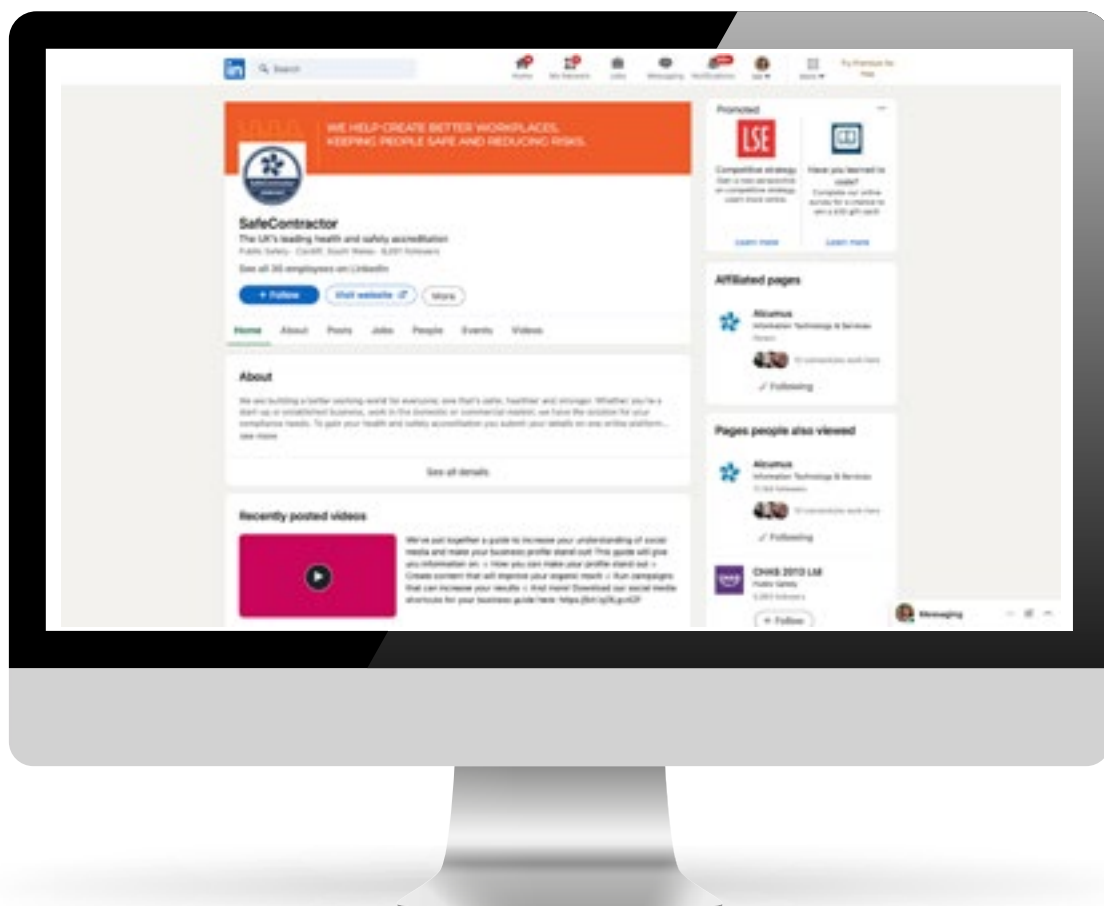
People looking for a contractor, business or person to work with will likely want to know a bit more about your experience and your LinkedIn profile is a great way to highlight your skills, experience and accolades.

## HAVE A BUSINESS PAGE AND KEEP IT UPDATED

If you run a business, create a company page on LinkedIn to stand out and appear more professional. Remember to keep it updated as potential clients and contracts may use this to get a feel for your work.

## STAY ACTIVE ON LINKEDIN

Post regularly with useful information about your industry, insights, tips, etc. and remember to engage with content from others. Liking, commenting on and sharing content from others helps you stand out in the community. It also increases the likelihood of others interacting with your content too which helps it reach more people.



# MAKING YOUR FACEBOOK PROFILE STAND OUT

## ADD A QUALITY IMAGE AND COVER PHOTO

You should aim to grab people's attention when they see or visit your page. A great place to start is making sure your image and cover images are eye-catching, good quality and most importantly relevant to your brand.

## ADD A CTA (CALL TO ACTION) BUTTON

Anything that helps people contact your business is strongly recommended. The CTA button sits at the top of your Facebook page and encourages page visitors to do something in particular. You can choose from one of the following CTAs:

- Follow
- View Gift Card
- Start Order
- Book Now
- Call Now
- Contact Us
- Send Message
- Send WhatsApp Message
- Send Email
- Learn More
- Sign Up
- Use App
- Play Game
- Watch Video
- Shop on Website

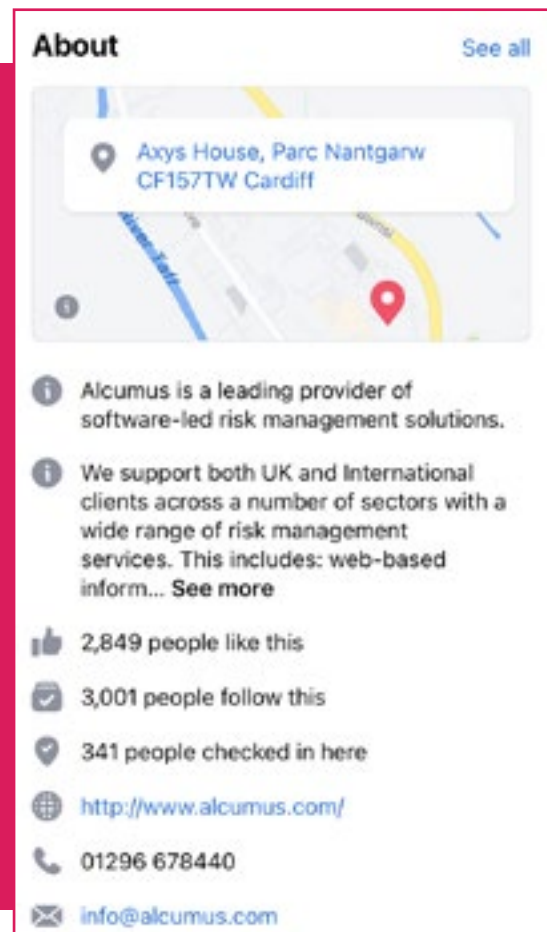
To add your CTA button, go to your page and click edit below your cover photo.

## PROVIDE AS MUCH INFORMATION AS POSSIBLE

There is a lot of room to include information about your business. Making sure this information is filled out as much as possible and accurate is a great way to not only stand out on Facebook, but also get your Facebook page found in search engines too.

## OPTIMISE YOUR ABOUT SECTION

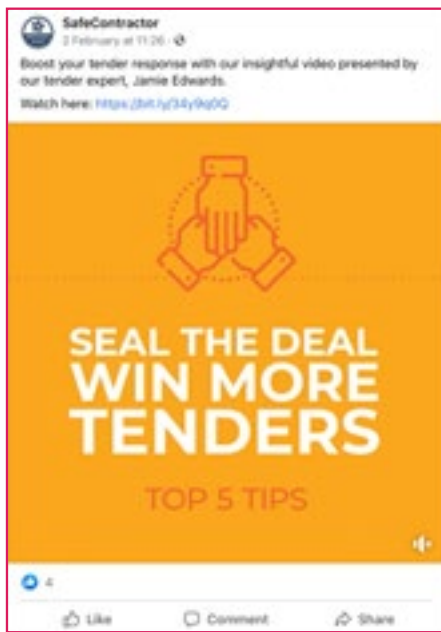
Make sure your about section is working well for your business by filling out the section and keeping it up to date. Some things you might want to include could be your company's story, your products or services and how to get in touch or shop with you.



# MAKING YOUR FACEBOOK PROFILE STAND OUT

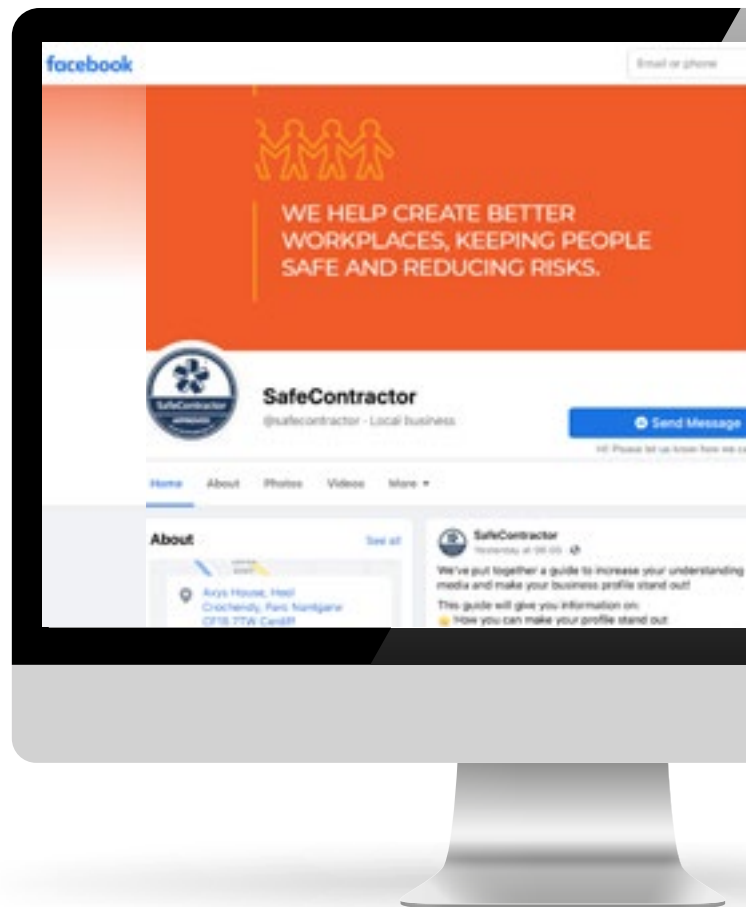
## POST REGULARLY AND WELL

Two things to bear in mind; consistency and relevance. Keep your branding in mind when making posts. Posting often is important but creating quality content that encourages engagement from your audience is more important. Stick to what is relevant to your business. Whilst you may want to talk about trending topics, remember to primarily focus on what is relevant to you and your audience.



## MONITOR YOUR PERFORMANCE

You can gather a lot of information about the performance of your page and page posts from the insights tab. Go to your page and click insights (often at the top or on the left) to begin. You can find out information such as; what times people interact with your page, what posts had the best reach, how many people watched more than 10 seconds of your video content and much more.



# LINKEDIN CONTENT THAT INCREASES YOUR AUDIENCE REACH

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## CREATE A POLL FOR GREATER ENGAGEMENT

When people interact with your content, it gains exposure to their connections. That's one of the reasons LinkedIn polls work so well. By design it encourages engagement and doesn't require specific expertise to set up.

An added bonus is that a LinkedIn poll can also help you to get insights and opinions from your audience that you would not have ordinarily had which can be invaluable.

Just remember to make it relevant, there's not much you can garner from an overly generic poll, such as "Do you like tea?" - not helpful to you... unless you sell tea.

## USE THIRD PARTY CONTENT

It doesn't have to be all about you. Sharing great articles that are relevant to your business can gain great engagement and further boost your reach. It also helps you to come across as a leader in your industry.

## USE HASHTAGS WISELY

Research shows that the best number of hashtags in a post is between 3 and 9. Select your hashtags wisely by thinking about what your post topic is about and whether or not people would want to read it after searching for your hashtag.



### PRO-TIP:

Use your hashtags at the bottom of your post to make it easier to read.







# LINKEDIN CONTENT THAT INCREASES YOUR AUDIENCE REACH

## CONSIDER WRITING A LINKEDIN ARTICLE

LinkedIn's algorithm likes to keep people on their platform. Therefore, if you're looking for further reach, creating an article on LinkedIn can be a great idea. Remember to keep it relevant and interesting. Don't forget, if you're repurposing your own content, you will need to make it different from your original copy to avoid duplication, alternatively, creating a piece that compliments your copy with a link to the original piece can help get more exposure for your original piece too.

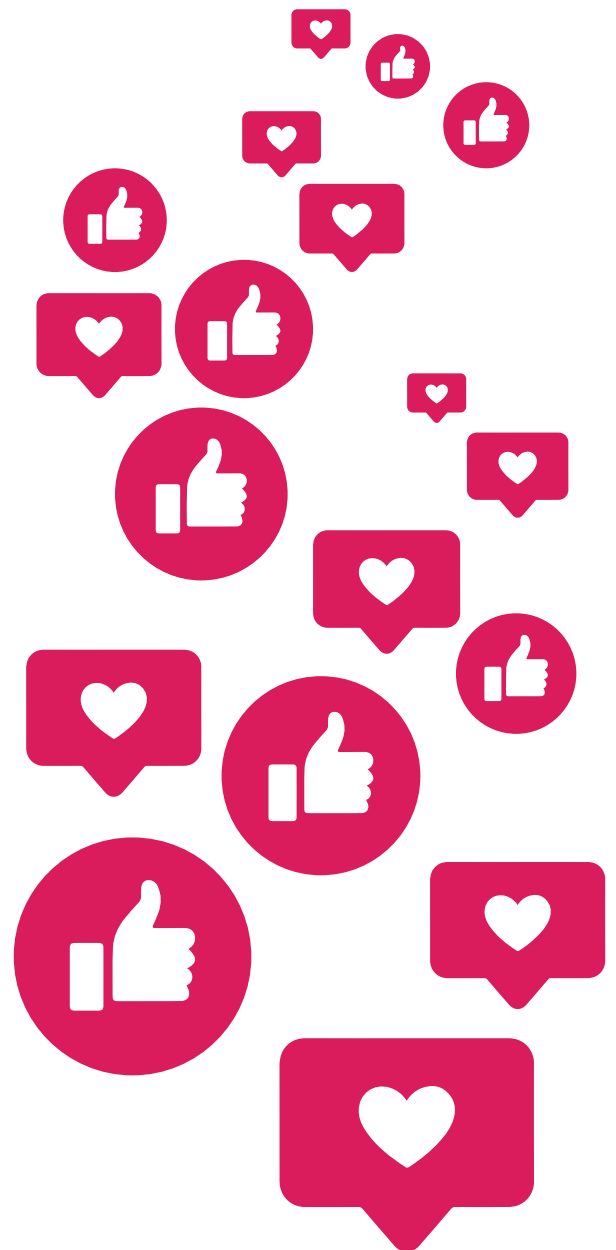
## MIX UP THE CONTENT TYPES

There are a number of different post types available on LinkedIn and trialing all of them is a great way to keep your page content fresh and exciting. It also helps you to identify what type of content is getting you the best interaction. Choose from the following:

-  **TEXT:** posts that are text only.
-  **IMAGE:** Here you can choose 1 or more images and include text.
-  **VIDEO:** videos uploaded to LinkedIn - you can post a link to YouTube, but again, LinkedIn seems to prefer
-  **DOCUMENT:** embedded documents such as PDFs.

## LOOK AT WHAT WORKED WELL PREVIOUSLY

Each post has information about how many people viewed your post as well as liked or commented. Looking back over the view numbers can help you understand which of your posts are getting the most organic reach.





# FACEBOOK CONTENT THAT INCREASES YOUR AUDIENCE REACH

## USE ATTRACTIVE IMAGES AND VIDEOS

Visually appealing and eye-catching content is essential to stand out in people's busy news feeds. It doesn't mean you need to invest in photoshop, a photographer or a videographer. You can make great images by ensuring you have good lighting, clear audio and any graphics are on brand. Pro-tip: there are a number of free platforms for making graphics, our favourite is Canva which has a wide-range of features to stay on-brand.

## ENGAGE YOUR AUDIENCE

The key to getting more reach on your posts is to get more engagement. Effectively, you want to get in front of your audience's audience. There are a number of top tips to consider for increasing engagement from your audience:

- Use questions in your posts that your audience will be able to (and want to) answer.
- Respond to comments and any questions from your audience.
- Post about topics that are trending and get your audience's thoughts.
- Host a Q&A to encourage questions from your page's audience.

## ENCOURAGE USER-GENERATED CONTENT (UGC)

Getting your audience or customers to create content about your product or service can do wonders for reach as well as build trust. To inspire your audience to do this you can try:

- Encouraging people to leave a review.
- Encourage people to leave photos or videos - launching a contest is great way to do this.
- Create a branded hashtag to further get people to join in.

## TRIAL DIFFERENT POST FORMATS

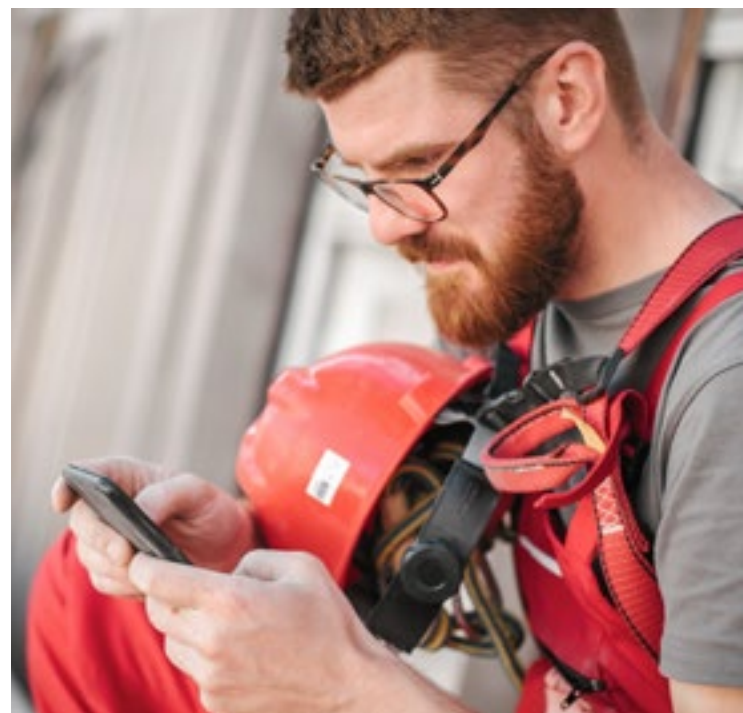
There is a wide range of different post formats offered by Facebook. Mixing up the type of content you're putting out can keep your page fresh and engaging. Think about using a mix of the following:

- Image
- Video
- Links
- Events (if you're hosting one)
- Facebook stories
- Facebook live



### PRO-TIP:

Look out for new formats from Facebook. Facebook's algorithm is rumoured to have priority on new formats which can help reach as well as keeping your page exciting and new.



# FACEBOOK CONTENT THAT INCREASES YOUR AUDIENCE REACH

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## ASK COWORKERS AND FRIENDS TO ENGAGE WITH YOU

Getting reach from engagement can be a chicken and egg scenario. You need to get engagement to help widen your reach and by widening your reach, you'll get more engagement.

Start the ball rolling by asking your colleagues and friends to interact with your posts. Getting your colleagues involved is a great shout as you're reaching some of their audience and they are already in the same industry as you which helps you to further reach relevant audiences.

## CONSIDER WHERE YOUR LINKS POINT TO

When sharing a great article or post, think about the quality of the link first. Facebook's algorithm takes a number of things into consideration when it comes to prioritising a link post such as:

- The link's site speed.
- The headline (e.g. clickbait style headlines are often penalised).
- The link's user experience, for example a page with little-no content or a mountain of pop-ups is likely to be penalised.



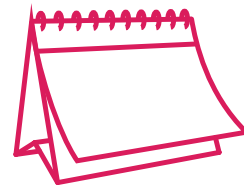
# PAID SOCIAL MEDIA - HOW TO RUN CAMPAIGNS THAT GET RESULTS

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## COMPLETE EXTENSIVE RESEARCH

You wouldn't go into a boardroom empty handed and in marketing it's no different. Making sure you understand your audience profile, your budget and plausible areas for marketing channels is important for creating achievable goals. For engaging and creating positive movement from a campaign you need to understand your customers needs and behaviour. This also helps the success of the campaign as understanding channels to successfully communicate with your customers helps to create better results.



## PLAN OUT IMPORTANT DATES AND A CAMPAIGN PLANNER

Having important dates planned out helps to keep the campaign on track and gives the team a guide of what dates they may be needed for additional tasks. This is vital for collaborative planning as a campaign planner gives everyone understanding of the stages and this further helps deadlines be achieved with quality work. This also gives room for changes or additional stages being added to the campaign planner as they arise.



## SET YOUR GOALS AND OBJECTIVES

One vital step for getting good results is being honest and understanding what are the campaigns most important goals and objectives. **Are you trying to increase brand awareness? Are you trying to promote a new service or product?**

Whatever the campaign includes, core objectives need to be set dependent on goals to create a consistent framework for the whole campaign; especially if the campaign is a collaborative effort as the objectives and goals need to be cohesive and coherent throughout.



## ANALYSE RESULTS AND EVALUATE IMPROVEMENT AREAS FREQUENTLY

Analysing the results from the campaign is imperative for looking at how well it performed overall and if all objectives and goals were achieved. This gives the team the ability to understand areas of great success in the campaign and areas of possible improvement to learn from going forward. Checking the results of a campaign is also useful as unique and major insights found can be used on future campaigns, resulting in more intelligent campaigns, and more success for the long-term strategy.

# SOCIAL MEDIA - AUTOMATION TO SAVE YOU TIME

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## USE AN ONLINE TOOL FOR SOCIAL MEDIA CALENDAR



One way for you to save time from automation includes using an online social media tool like Facebook Business Suite, this gives the user the ability to plan posts in advance. Additionally giving the user the ability to share the plan with other employees who help with social media and it also helps by giving users the option to upload multiple posts. This gives the social media team an area to be creative and also they can collectively assist in social media tasks.

## SCHEDULING SOCIAL MEDIA POSTS



Another tip for saving time with automation is scheduling posts with an application such as Hootsuite. This gives the user the ability to schedule and upload posts in bulk which improves efficiency and results in a more cohesive image for the social media channels. This also helps to make sure that posts are uploaded on time each week as you will not need to set an alarm or upload outside of the office, resulting in more consistent and creative content each week.

## REPOSTING OR LINKING YOUR BUSINESS CONTENT



Reusing or linking previous content published can be great for getting the most out of all content created. This helps by reducing social media content hours used and also helps you to find more innovative ways to reuse business content. In addition, different customers will use different social media platforms so understanding the customer audience and spinning the content to match what they are interested in will benefit you and your audience greatly.

## USING USER-GENERATED CONTENT



In today's social media climate businesses can utilize user-generated content of their own services or products. This helps to reduce hours and also helps to show what the company can offer from the customer's point of view. User-generated content can also be seen as more reliable and informative to other customers as it highlights what the service or offering really provides.

## AUTOMATE DIRECT MESSAGE RESPONSES



Another useful tip is automating direct message responses for your company on social media. This refers to setting an automated message that will be sent to a customer if they direct message you on a social media platform. This message can include relevant information including hours that you can reply to their message, hours that the business is open, useful contact information and how long it could take for the company to respond.

This helps improve efficiency as it aids by answering customer messages automatically and reducing the messages which need a personal response. Resulting in time being saved and customers having a quicker response from customer support.

# BROUGHT TO YOU BY ALIX DIGITAL

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Having worked in the marketing sector for over a decade with experience working in-house, as a freelancer and for 3 top Welsh marketing companies, Alix is the Managing Director of Alix Digital, a team of digital marketing experts helping businesses of all sizes to get more business through their online presence.

Alix and her team specialise in 4 key areas of digital marketing including PPC (Pay-Per-Click), SEO (Search Engine Optimisation), Websites and Social Media.

**ALIX CHARLES**  
Managing Director, Alix Digital



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## WHAT OUR ACCREDITED MEMBERS SAY ABOUT US

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As the UK's leading accreditation scheme with 21 years' experience, SafeContractor connects over 35,000 contractors to 480 leading brands to help demonstrate extremely rigorous standards and legal compliance.

Contractors just like you partner with SafeContractor to achieve accreditation every day and we've built our accreditation service around your needs. In fact, 23% of contractors who are SafeContractor members employ less than five workers.

Don't just take our word for it, here's what our members have to say about their experience and the business benefits of achieving SafeContractor accreditation.

### CUSTOMER TESTIMONIALS

“The Safe Contractor team helped us through every step of the accreditation phase, very polite and professional. Would definitely recommend.”



R.H Commercial Services Ltd

“Very helpful staff with fast communications. Paying for assistance helped us understand and learn more about our responsibilities. First class.”



Prestige Security Solutions

**SAFECONTRACTOR**

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