When and Where to Be On Social Media

Q&A

Q: *Are you able to change the images in Canva?*
A: Hello Martina, Yes you can change the images out with any of their free stock images or you can upload your own photos and use them.

Q: *Don't know if I missed it but is there free content management, i.e., scheduler?*
A: Facebook Business Manager is a free scheduling platform you can use to schedule your content. Platforms like Later do offer free plans but they are limited in what you can gain from them.

Q: *Is it too busy if you use many hashtags?*
A: Hashtags should either be at the bottom of your caption (leaves LOTS of space) or your first comment. We recommend using ten hashtags per post.

Q: *What do you mean by FB "limited"?*
A: Most scheduling platforms have a free plan but it's limited in what it can provide for you (limited analytics, # of posts/ month etc.) as they want you to upgrade to a paid plan. Facebook Business Manager is completely free and lets you post to Instagram and Facebook while also providing analytics into the engagement.

Q: *How to stay on top of conversations on so many platforms?*
A: You can use social media tools like Hootsuite or utilize your Facebook Inbox on your page. This will allow you to respond to comments and direct messages on both Facebook and Instagram.

Q: *Do you mean that the best way to use a scheduler is to pay?*
A: Not necessarily. It depends on your needs and your budget. It's best to figure out what you're willing to spend first, then find a plan that matches your budget and provides the proper services you need. For example, if you're planning on posting 2-3/week, you'll want a platform that provides the budget-friendly version to do that. However, the more you pay, the more access you will get to the platform.

Q: *Thank you, this was very informative. Does Digital Main Street also offer support services for a fee (like what you've presented today) for businesses starting up?*
A: Nope. The services offered are free!

Q: *Is business manager and Facebook business suite the same thing default user avatar?*
A: Yes they are very similar and can both achieve the same tasks.