

SOCIAL MEDIA BEST PRACTICES FOR FABRICATORS

ARE YOU USING SOCIAL MEDIA FOR YOUR BUSINESS?

In today's ever-evolving marketing landscape, social media proves to be an effective tool for promoting your business. With a social media account, you can:

- **SHOWCASE PRODUCT AND SERVICE OFFERINGS TO EXISTING AND POTENTIAL CUSTOMERS:** Did you recently complete a showstopping shade structure, boat cover, or upholstery project? Social media is the place to show off your best work. Consumers often flock to business pages to learn more about offerings and stay up to date on the latest happenings.
- **BUILD CUSTOMER LOYALTY:** It's estimated that there are 4.8 billion social media users worldwide, which means your customers are probably online too. Social media is a great way to engage with your customers and learn more about their needs — whether through a quick exchange in the comment section or a private message.
- **GROW YOUR BUSINESS:** Are you trying to expand your customer base? Social media gives you the tools to reach a wider audience of people who are interested in your business.

SAVVY SOCIAL MEDIA TIPS

BE ACTIVE ON MULTIPLE PLATFORMS TO MAXIMIZE GROWTH POTENTIAL.

While there are many social media platforms, you don't need to join every network to effectively market yourself. For fabricators, we recommend starting with Facebook and Instagram. Here are some key best practices for both platforms:

FACEBOOK

- Create a business page and fill out key details: business name, business category, bio, phone number, email address, and website link.
- Post consistently. We recommend sharing two to five posts per week.
- Include images and videos in the posts you share to increase your engagement chances.
- Check your profile at least once per day for comments and private messages.

INSTAGRAM

- Create a business account that is linked to your Facebook page, and fill out the key details: business name, business category, bio, phone number, email address, and website link.
- Post consistently. We recommend sharing three to five in-feed posts per week, with a mix of Instagram stories as well.
- Share a mix of photo and video content:
 - Static image: post that includes one single image
 - Carousel: post that includes multiple images or a mix of images and videos
 - Reel: post that includes a short-form video and is often shared with trending audio

- Include three to five relevant #hashtags to help categorize your post so that it reaches your target audience.
- Check your profile at least once per day for comments and direct messages.

WHAT ABOUT OTHER PLATFORMS?

- **X**, formerly known as Twitter, is another popular social media platform used for real-time conversation and updates from users and brands. If you choose to be on X, images and videos should be included with posts to draw attention. Be mindful of character length and limits when writing copy. With the atmosphere of X constantly fluctuating, we recommend monitoring performance to gauge audience interest and determine whether efforts on the platform should instead be directed to others.
- **LINKEDIN** is a professional-focused social media platform used by many businesses to share company news and thought leadership articles. It's a great resource for networking and boosting positive sentiment about your business. If you choose to be on LinkedIn, we recommend primarily using it to share important company or product announcements and to connect with other tradespeople in your industry. Including photos, videos, and carousels in posts is a great way to increase engagement. Copy can range from short to long, but including relevant industry hashtags is always a good idea.

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CAPTURE HIGH-QUALITY PHOTO/VIDEO CONTENT TO GENERATE ENGAGEMENT.

You don't need a fancy camera to capture a high-quality image that will perform well on social media. Your smartphone camera is also an effective tool. Here are a few tips on how to take eye-catching pictures and videos that will perform well:

- Find good lighting: Always take pictures in a well-lit environment. If you're outside, take pictures during daylight hours when your project is clearly visible. If the sun is out, make sure the sun isn't behind your project; that will make the image appear backlit. If you're inside, avoid harsh lighting that can create shadows.
- Create negative space: There shouldn't be distractions in your photos. When taking pictures of your project, make sure the background is clean and minimal.
- Capture multiple angles: To help your audience better visualize your project, take pictures from different angles and perspectives.

Video content is driving reach on Instagram. To find inspiration for your first reel, scroll through the Reels tab and discover what kind of content businesses in your niche are sharing. Ask yourself: Is there a trending audio that's particularly popular, and if so, how can I use it to tell a story about my business or a recent project I worked on?

INCLUDE KEYWORDS, CTAs, AND HASHTAGS TO ENHANCE DISCOVERABILITY AND DRIVE INTEREST.

Your post copy is just as important as the visual content you share. Follow these four steps to craft successful captions.

1. INTEGRATE KEYWORDS TO HELP EXPAND THE REACH OF YOUR POST.

Keywords help categorize your post so that it reaches the right audience. What are important search terms you would use if you were looking for someone or something in your industry? Weave those words into your captions.


2. LIST AND TAG THE PRODUCTS AND COMPANIES THAT ARE FEATURED IN THE PROJECT.

To increase your chances of shares and engagements, make sure to tag relevant industry partners in your post.

Example caption: This awning was made from @sunbrella fabric in Tresco Linen. Special thanks to @trivantage for supplying the fabric!

3. WRAP UP WITH A CLEAR CALL TO ACTION.

The CTA is the last sentence in your post that tells your audience what you want them to do. To make an engaging CTA, use a strong action verb, such as explore, discover, see, or learn. Here are some examples:

- See how we can help:
- Discover our full list of services:
- Swipe  to see this stunning before and after.

Note: On Instagram, you can't directly link to a URL. If you want to direct users to your website, ask them to visit the website link in your bio.

- Example CTA: See how we can help at the link in our bio.

4. ON INSTAGRAM, ADD THREE TO FIVE HASHTAGS USED BY BUSINESSES IN YOUR NICHE.

Like keywords, hashtags help categorize content and optimize your posts for the Instagram algorithm. You can search hashtags to see how many uses each one has to help decide on what to include.

Here are a few examples of popular hashtags for different industries:

- **Upholstery:** #upholsteryfabric, #customupholstery
- **Marine:** #marinefabrication, #marinefabric, #marineupholstery
- **Awning:** #awningfabric, #patiodesign, #pergola
- **Shade:** #shadesail, #shadesails, #shadestructures

With these social media tips in your toolbox, you'll be on your way to growing your business and strengthening relationships with your customer base.

MAKE SURE TO TAG @TRIVANTAGE IN ALL OF YOUR PROJECTS FOR A CHANCE TO BE FEATURED ON OUR SOCIAL CHANNELS!