

Levenshulme Market 2020 Social Media Guidelines

A guide to help inform style, strategy and communications across social media

Social media is a really important tool to help us promote what we do and why we do it. Follow us @LevyMarket on [Twitter](#), [Instagram](#) and Levenshulme Market on [Facebook](#).

We hope these guidelines are useful in helping you develop your online messaging and creating vibrant posts that get people talking and heading to our market each week!

Add value

People will stop paying attention if content becomes repetitive or dull so post things of interest that add value. Insider information, like behind the scenes images and stories, will keep people hooked. Photos and video do particularly well. Pick out the interesting things you do and why you love your work. This could be during your prep for the market, when working on a new product, snaps on the day from your stall, talking points with customers.

Interact

Social media is an arena for conversation so don't just give the hard sell. Think about what will get our customers talking. Asking a question is a great way to get a reaction, and don't forget to reply to any comments you get - it's just as important to interact in this way as it is to post out stand alone content.

Be personal

Social media is more informal than say a website, email or a piece of printed marketing. We don't use personal names when we tweet or refer to 'I' 'me' or 'Levy Market'. Instead use 'we', 'our' and 'us'. Refer to our customers as 'you' – talk directly to them - they don't bite.

Visuals matter

With so much noise on social media using eye-catching photos and video can help make your posts stand out and get the attention they deserve. Vibrant colours, candid moments, your product up close, the face of your business all work well. Try and make sure your pics are in focus and any video isn't too shaky. Landscape shots work best on Twitter and Facebook, portrait shots work best for both Instagram stories and feed posts.

Hashtags

We use hashtags especially on Instagram to help new audiences discover our content and therefore the market. It helps people who might not have heard of us stumble across our content. Instagram posts with at least one hashtag average 20% engagement more than a post with no hashtags - they are worth using. Take a look at our feed to see some of the ones we use then add ones that are also relevant to

your business. Worth saying you can use hashtags on Twitter too but we'd suggest not going heavy with them on this platform as you want your tweets to be easy to read and you to have as many characters to work with. Remember you cannot use punctuation in hashtags.

Reposting

We like to repost as much of your content as we can. So if tag us (mentioning @LevyMarket) in your posts we'll get a notification and more likely to repost your content.

Posting times

To optimise the time spent on social media marketing, to get the best reach, engagement and impact, it's worth thinking about the times you post out content. Peak times can include the morning commute – 7:30am to 9am, lunchtime – 12noon to 2pm, after work commute/tea time – 5pm to 7pm, weekend morning 9:30-11:00, weekday and weekend evening – 8pm to 10pm.

Stay credible

There is nothing wrong with disagreeing with people online but be polite and don't pick fights. And don't let spelling or grammatical standards slip. We're less likely to re-post your content if it's full of typos.

Have fun

Don't be afraid to be playful and inject humour into your social media activity. The more fun you have with your content and messaging the more fun our customers will have sharing and engaging with it. We find a conversational and light-hearted tone works best for our audience.

And here are few things that might be useful to highlight when talking about trading at our markets on social media:

Levy Market - Who we are

- A community hub that likes to support other local businesses, groups and organisations
- A champion for shopping local and independent
- A social enterprise – not for profit
- A great place to meet people
- A great place to shop and eat
- Eco-friendly and ethical in our business approach
- Run by local people passionate about Levenshulme

Our USP – what makes us different

- We are one of only a handful of social enterprise markets in the country
- We aim to provide a social, community-focused experience to our customers, not just a place to shop

- We provide social and economic value to Levenshulme
- We do so much more than just run a market – we benefit the local area
- Our market FEELS special. Customers and traders regularly tell us that Levenshulme Market is friendly, sociable and a lovely place to spend time

When thinking about our customers, consider the following:

- Do they have a family and want a local place to spend time and meet their friends on a Saturday?
- Are they young professionals with a new home to furnish and money to spend on artwork, plants etc?
- Do they like to be the first to discover new street food places or hidden gems such as Levenshulme Market?
- Do they consider it important to shop locally and sustainably?