

Social Media Tip and Tricks for your Business



YORKSHIRE DALES
National Park Authority

We've produced this document to help you to make sure your business is being noticed in the competitive online space. We know that not everyone has a lot of time to spend on social media, and it can be hard work, especially if it's not something you enjoy... but even if you action just a few of these small things, you will reap the rewards.

How do the Yorkshire Dales National Park use social media?

We use social media to reach new audiences and create a vibrant community of National Park advocates. We also look to promote a deeper understanding of National Parks by providing accurate, engaging, and timely content, as well as sharing important news and events in and around the Dales.

Understanding your audience

Doing a bit of research and working out who your audience are, and what they like, can help you to create effective content and help you to prioritise which digital channels you use. Read on to see how certain channels are more suited to certain demographics.

At the National Park, we have to do the same. It isn't a secret that people love a sublimely picturesque, iconic image of the Dales, but what we have discovered is that an eye-catching image with a simple caption and location hashtag, can attract some great engagement!

These styles of posts and images can evoke emotion, memories, familiarity or inspiration to seek more. That's why our dedicated Communications team now produce an 'Image of the Day', at the same time every day, to share with followers. It also becomes a sort of familiarity, something to look forward to every morning when you wake up, and keeps the thought of a visit to the Dales at the forefront of wishful, dreamy minds.

Example

To attract interest in our Dark Skies Festival, we asked local astro-photographers if we could share some of their work on our social media alongside a quote, by them, explaining why the night sky means so much to them. Hearing these simple but human, personal stories sparked so much engagement. To capitalise on this engagement, we included a 'Call to Action' - a link to our Dark Skies Festival events, to drive people to our website.

We focus on promoting our special qualities, which are what makes the National Park the special place that it is, not only to inspire, but to educate and create understanding. This is why we encourage businesses to use the special qualities of the National Park, of which our Festivals promote - to help you stand out and make the most of what is special about the area.

Questions

- Why not work out what the special qualities of your business are? Do you have a story to tell?
- Where, when and how might your audience want to interact with you? Ask yourself, why would the people we want to engage care about this?

Choose your channels carefully

Prioritise your digital channels depending on what you want to achieve but be selective, more is not always better.

Platform	Demographics - age	Demographics - gender	What we use it for
Facebook	25-34 (31.5%)	43% female 57% male	News releases, photos, videos, events
Instagram	25-34 (31.2%), with 18-24 close behind at 31%	48.4% female 51.8% male	Daily inspiration of photos, videos, and stories
Twitter	18-29 (42%)	38.4% female 61.6% male	News releases, photos, and videos, events
LinkedIn	25-34 (58.4%)	48% female 52% male	News releases, careers, events
YouTube	15-35 (highest reach)	46% female 54% male	Videos about wildlife, heritage, farming, dark skies
TikTok	10-19 (25%)	61% female, 39% male	Fun, engaging, short, snappy videos
Pinterest	50-64 (38%)	78% female 22% male	Daily inspiration of photos, videos, and stories
Snapchat	15-25 (48%)	54.4% female, 44.6% male	

Websites

A website is definitely worth having for your business. A few relatively easy to set-up and use are Square Space and WordPress. Important information to note on your website is:

- Links to social media sites
- Accurate and up to date contact information – including various ways to get in touch
- Logos and images – we have our own [locator logos](#) which you can use
- User testing – test your site e.g. do you have a user friendly navigation bar
- Comply to accessibility standards

Share with intention

A clearly defined purpose to why you are posting helps to make your posts more effective.

A good rule to follow is the 80/20 rule. 80% of social media posts should be useful to your audience — meaning, it educates, entertains, or offers a solution to their problems — and only 20% should explicitly promote your business.

Hashtags and tags will help to make your business visible to us and will help to ensure that your potential customers are seeing what you share.

Connect with us

Facebook	@YorkshireDales
Twitter	@Yorkshire_Dales
Instagram	@Yorkshire_Dales
Dark Skies Festival	@DarkSkiesFestival
Yorkshire Dales Cheese Festival	@YorkshireDalesCheeseFestival

Example

#YorkshireDales #NationalParksUK #UKNationalParks #Wensleydale #LocalProduce
#DarkSkies #LocalBusiness

Measuring/monitoring analytics

Use the analytics on all the platforms you use to see which posts are performing best. By measuring the impact of your content it will help you to learn what works and what doesn't and, ultimately, create relevant, effective content.

Basic terminology

- [Social media marketing terms](#)
- [Social media definitions](#)
- [Social media terms](#)

Scheduling tools

Scheduling your social media posts ahead of time gives you the opportunity to plan ahead and stay focused with other tasks.

Questions

Could you create a calendar which identifies seasonal moments which are relevant to your business?

Tools

Scheduling tools	Project management/calendar tools
Hootsuite - paid	Trello – free
Buffer - paid	Google calendar - free
Sprout Social - paid	Word/Excel document – free

Timing

Knowing when your audience are most active on social media can help to give your post the best chance of reaching them.

Finding inspiration

Perhaps an unexpected source of inspiration, but look out for what other businesses and organisations are doing – it might inspire you or spark some ideas. Support other local businesses with similar aims/values within your community by sharing their content. A. It's good content and B. you might reach potential new audiences.

Create a community with other businesses in the area. Use curated content and look at other similar businesses to you - what are they posting, can you use it in the same way? Share each other's content on your platforms – not only is this good content for you but you are informing your customers of other great places to visit whilst on their trip to the Yorkshire Dales.

Join our [Tourism Partnership: Communications Group](#) to see what other businesses are up to.

There's a day for pretty much everything, look up 'awareness days' and seasonal moments for this year and see if any are relevant to your business. Take a moment to see what is trending e.g. #DarkSkiesFestival – even if it's not directly related to your business, it is themed content that will create traction and help to build awareness of your brand.

Toolkits

We have produced a Cheese Festival and a Dark Skies Festival social media toolkit which includes images to use for promotion, suggested social media posts, our logo and other opportunities to raise awareness of your business and our Festivals.

- [Dark Skies Festival](#)
- [Yorkshire Dales Cheese Festival](#)

Questions

What are other organisations or brands doing that you can learn from? What can you adapt or try that would work for you?

Make it a two-way conversation

Build loyalty and create advocates for your brand by dedicating time and opportunities to engage with your supporters online. The number of followers you have is not the be all and end all, it's how you engage with the followers you have. Good engagement is key. For example, if you have 100 followers but you are only engaging with 5% of them, that is not a good engagement rate.

Helpful blogs

- [Social media tips for small business owners](#)
- [Social media for small business](#)

NB:

We have so many wonderful businesses in the Yorkshire Dales National Park. We do not want to prioritise one business over another but if you do take part in our Festivals and work with us you do have the added benefit of promotion on our website and social media. If you need help with putting on an event – get in touch and we can assist.

As the National Park, the Communications team don't share directly on Facebook but, if we are tagged on Twitter and Instagram Stories, you may get a retweet or repost.

The Tourism team have their own social media pages (listed above) which we have full access to post/promote any businesses as long as the content is relevant.