

Eight steps to maximizing your social media presence.

Social media makes expanding your dealership reach easier than ever. Most often dealers limit content to a specific vehicle or series of vehicles which is minimally effective. When creating content for social platform, a better goal is to focus on making a *connection*. A well-built social media presence will help you create connections by showcasing your dealership presence in the community and creating a positive perception of the purchase experience beyond simple and ineffective inventory listings.

1. **Choose your platform.** With so many social media platforms available, getting started can be intimidating. Begin by choosing one platform to focus on and grow from there. Start with Facebook or Google, which have the largest user base. Consider connecting your Facebook and Instagram accounts together where one post will share across both media platforms.
2. **Assign roles.** The first step in creating content is capturing it. Designate someone at your dealership to be the photographer. Quality photos tell your story better than words or discount price ads.
3. **Be consistent.** Set a goal to share on social media regularly. Consistent posting helps cultivate followers that share your content. That said, be cautious of over posting. Avoid posting multiple times per day, its exhausting and tends to turn off your prospects. A couple posts per week is all it takes to create interest. Be committed. The pay-off is worth the effort.
4. **Use photos that tell a story.** Try using images that show action and activity aside from just listing vehicles. Show people working, transport trucks delivering fresh inventory, employees being involved in the community, or sharing a moment of laughter. Post as many photos as you can on your Google page showing how fun and easy it is to buy from your dealership. This is a great time to tidy up your showroom and your sales lot, add some fresh paint, and show photos of how clean and inviting your dealership is.
5. **Encourage engagement.** When planning a sale or event think about how you'll use social media to showcase it. Tell a story (more pictures than words) that shows your dealership commitment to quality service and selling clean vehicles. Consider what one thing you want someone to know about your dealership after viewing your post. Photos that show customers having a fun time shopping and purchasing a car will create positive emotions much better than focusing on price savings or other traditional forms of advertising. Ask a question in your post to encourage follower engagement.
6. **Highlight partnerships and seek participation.** Tag participants, vendors, and others you do business with, calling them out by name or complimenting them on their work or service. Most will engage by commenting or sharing your post with their followers. Avoid dealer jargon or posting a sales pitch. Not everybody who reads your posts will be familiar with acronyms nor is everyone focused on price and discount. Focus instead on the 'social' aspect of social media.
7. **Review other business social media to find inspiration.** What content do you you engage with on social media? What captures your attention and holds your interest? How can you apply that to content you create?
8. **Ask every customer to give you a 5 Star review.** Do you know what your customer is doing as they wait to do paperwork? They are most likely on the phone using social media! Send them a link to your Google review page and ask them to give you a 5 Star review. There is never a better time to guarantee a positive review than when they are actively in the process of purchasing.

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