



A Small Business Guide to Social Media and Marketing

Purpose and Promise

Plainview and Hale County's story is one of creativity, perseverance, and local pride. Every business adds its own voice to that story — and today, those voices reach farther than ever before through social media. This handbook is designed to help you share your story confidently and consistently.

The Plainview Hale County Economic Development Corporation



Your Digital Foundation

Your Website: The Digital Storefront

Your website is your first touchpoint for your audience to see and understand your brand. Your digital front door. It should be visually appealing, user-friendly, and aligned with your messaging.

Map the Journey: Your website should guide the visitor through all the important touchpoints, using calls-to-action to direct them from discover to conversion.

Seamless Integration: Ensuring fast loading times, easy navigation and smooth transitions keep visitors interested and engaged longer.

Cross Promotion: Your website should promote your other channels such as social media, blogs, companion businesses to expand your reach and build connections. Don't worry if you have not developed additional channels yet - one step at a time.

Mobile Optimization: More and more users access websites via their mobile devices. Ensure your website is mobile-friendly, providing a smooth experience no matter the device.

Security Matters: Protect both your business and customers by implementing strong security measures. An SSL certificate not only secures your site but also boosts your credibility.

Analytics and Feedback: Utilize tools like Google Analytics to understand visitor behavior and gather insights. Encourage feedback to continually improve the user experience.

By paying attention to these details, your website will not only reflect your brand's personality but also become a powerful tool in building lasting relationships with your audience.



Search Engine Optimization Basics: Helping People Find You

Search Engine Optimization (SEO) helps customers find your business online. Use Plainview/Hale County-based keywords, claim your Google Business Profile, and keep your content current. Consistency builds visibility!



USE THE RIGHT KEYWORDS

Think about what your customers would type in to Google to find you.

Use those words in your website's text, titles and descriptions.

GET OTHER WEBSITES TO LINK TO YOURS

Ask other local businesses or partners to link to your website.

List your business on directories like Google, Yelp or Facebook.

MAKE YOUR WEBSITE EASY TO READ

Keep your page titles short and clear. White space is good!

Use simple, short web addresses that are easy to remember.

Add descriptions to your images (Google reads them! Important for SEO)

SHOW UP IN LOCAL SEARCHES

Claim your Google Business Profile (it's free!)

Use location-based keywords like "Plainview bakery" instead of just "bakery."

Get customer reviews—Google loves them!

CREATE HELPFUL CONTENT

Write blog posts or website pages that answer common customer questions.

Use headings to breakup text so it's easy to skim.

Keep your website updated with fresh information.

KEEP YOUR SITE RUNNING SMOOTHLY

Make sure your website loads fast (compress images, avoid too many pop-ups.)

Check for broken links that lead to error pages.

Use Google Search Console to see how your site is doing.

OPTIMIZE MOBILE WEBSITE

Mobile-friendly sites win.

Make sure yours loads fast and is easy to use on phones and tablets

Make sure your site loads fast and is easy to navigate.

SEO TAKES TIME – STAY CONSISTENT!

Track your website using Google Analytics (free!)

Keep making small improvements and Google will notice! (its magic!)



Media and Public Relations

Plainview and our surrounding area thrives when local businesses share their successes. Plainview and Hale County have our own local media outlets, but being located between Lubbock and Amarillo, gives you the opportunity to extend your message. Click on the media site below to go to their website.

Hale County and Surrounding Areas	Lubbock	Amarillo
Plainview Daily Herald	Lubbock Avalanche Journal	Amarillo Globe News
Castro County News	Lubbock El Editor	KAMR TV/myhighplains.com (NBC)
Floyd County Record	KCBD	KVII TV (ABC)
Hale Center Insider	KLBK/KAMC	KFDA News Channel 10
Swisher County News	Telemundo	News Channel 10 (CBS)
Muleshoe Journal	Fox 34	Connoisseur Media KGNC-FM (97.9 FM) 102.9 The Rattler, 100.9 KXGL The Eagle
Lamb County Leader	Texas Tech Public Media	Townsquare Media Amarillo 101.9 The Bull, 98.7 The Bomb, Mix 94.1, 96.9 KISSFM
HPR Network KZZN Littlefield, KNNK Hereford, KDAV Lubbock, KKYN Plainview, KRIA Plainview, KREW-AM Plainview, KVOP-AM Plainview, KLTV Levelland	Ramar Communications 107.7 KRBL-FM, Young Country 93.1, 93.7 The Eagle, Magic 106.5, 92.3 The Vibe, Sunny 97.7, 96.9 The Bull	Cumulus Media 107.1 KARX, 95.7 KPUR, 93.1 The Beat, KZRK Rock 108
	TownSquare Media KISS 102.5, Awesome 98, Lonestar 99.5, FMX 94.5, Talk 103.9, FFYO News Talk 95.1 & 790 AM	
	Connoisseur Media KLLL 96.3, 104.9 The Beat, Mix 100.3, Rock 101	

What should you pitch? New business openings, expansions, renovations, anniversaries or milestones, community involvement, employee achievements, new hires, new product lines, new ways to use products, new research on how to use your products, mentions of your business or products. Be creative!

Working with the Media – Pro Tips!

Build a Relationship: Identify the media landscape & introduce yourself to the producers/anchors/reporters. Consistency is key in relationship building. Prove yourself to be a helpful resource!

Newsworthy: Seek to inform with relevant information. This doesn't mean it has to be "big news" but if it's timely, it's relevant. Also, providing additional information such as people to interview or points of contact to expand on the story is helpful.

Go Live! The landscape is changing. Social media continues to be a valuable tool to get your information out. Don't be afraid to go live for events, announcements or product reveals!

Craft Compelling Content: When engaging with the media, ensure that your content is engaging and articulate. Use storytelling techniques to draw in your audience. A well-told story can captivate and hold the attention of both journalists and their audiences, making your message more memorable.

Be Prepared: Anticipate questions and prepare your key messages ahead of time. Having a clear and concise message will help you stay on point and avoid being misquoted. Practice delivering your message confidently and succinctly.

Monitor and Adapt: Keep an eye on media coverage and audience reactions. Use feedback to refine your approach and make improvements. Being adaptable and responsive to media trends will help you stay relevant and effective in your communications.

Follow Up: After an interaction with the media, follow up with a thank you note or message. This small gesture can reinforce your relationship and demonstrate your appreciation for their time and interest. It also keeps the door open for future interactions.









Social Media Audience and Choosing the Right Platforms

Finding your audience is more than a hit-or-miss exercise. It takes a little research and practice to hone in to the people who want to hear about your product or service.

- 1. **Analyze your current customer base:** Look at your existing customers and identify common characteristics such as age, location, interests, and purchasing behavior.
- 2. **Conduct market research:** Use surveys, interviews, and focus groups to gather information about potential customers' needs and preferences.
- 3. **Examine your competitors:** Observe who your competitors are targeting and how they engage with their audience.
- 4. **Create customer personas:** Develop detailed profiles of your ideal customers based on the data you've collected.
- 5. **Use analytics tools:** Utilize tools like Google Analytics or social media insights to gather data on audience demographics and behaviors.

Once you gain a clear understanding of your audience, choose 1-3 platforms to reach them, with a consistent brand look!

				 YouTube		 TikTok
Best used for:	35% of X users interact with brand content daily, and 23% do so multiple times a week.	Facebook remains the world's biggest platform. 39% of users will make a purchase directly from the site.	Where 61% of social media users go to discover their next purchase.	3rd most popular social media channel. 51% of YouTube users prefer engaging with brands with longer videos.	Snapchat is the #1 app people use to share and chat about what they bought.	37% of Americans under 60 have purchased something on TikTok Shop
By the Numbers	Largest age group: 25-34 (21.7%) 46% female, 54% male	Largest age group: 25-34 (31.1%) 43.2% female 56.8% male	Largest age group: 18-24 (31.7%) 49.4% female 50.6% male	Largest age group: 25-34 (21.7%) 46% female, 54% male	Largest age group: 18-24 (37.8%) 49.1% female, 50% male	Largest age group: 25-34 (35.3%) 44.3% female, 55.7% male
Avg Time Spent per day	11 Minutes	32 Minutes	32 minutes	49 minutes	24 minutes	47 minutes

These are national averages. Your audience may behave differently— always test and adjust.
Source: www.sproutsocial.com

Branding: Defining and Expressing Who You Are

Your brand is more than a logo or color scheme — it's the personality and promise behind everything your business does. It's how customers recognize you, remember you, and decide to trust you. Strong branding creates a consistent experience both online and offline, from your storefront to your social media feed.

What Makes a Strong Brand?

- Consistency. Use the same logo, colors, and tone across every platform. Repetition builds familiarity.
- Clarity. Make sure your name, contact information, and message are easy to find everywhere you appear.
- Authenticity. Show what makes your business unique — your people, process, and place. Don't try to imitate big brands; local personality is your advantage.
- Emotion. Great brands make people *feel* something — pride, nostalgia, joy, belonging. Lean into what your customers love about Plainview and about you.

Branding Checklist

Use this quick checklist to keep your brand consistent, professional, and unmistakably *you*. Don't aim for perfection, aim for clarity and consistency!

Visual Identity

- ☐ Your logo appears clearly and consistently across all platforms.
- ☐ You use 2–3 primary brand colors (and the same shades every time).
- ☐ Fonts are easy to read and consistent on posts, signs, and your website
- ☐ Photos and videos reflect your business's personality and Plainview pride.
- ☐ Every post, flyer, or sign looks like it belongs to the same brand family.

Voice and Tone

- ☐ Your captions and messages sound natural — the way you'd talk to a customer.
- ☐ You use a friendly, approachable tone that fits your business personality.
- ☐ Your content reflects community spirit and local connection.
- ☐ You avoid jargon or copy-paste sales language.

Message and Story

- ☐ You can explain what makes your business unique in one or two sentences.
- ☐ Your "about" sections (social media, website, Google profile) are clear and consistent.
- ☐ Your visuals and captions align with your business values.
- ☐ You highlight your people — staff, customers, partners — whenever possible.
- ☐ You tell stories that connect your business to the Plainview community.

Consistency Habits

- ☐ Review your social media and website once a quarter for outdated info or visuals.
- ☐ Keep a shared folder for your logo, colors, and brand fonts so your team uses the same materials.
- ☐ When you create a new flyer, post, or ad — check that it looks and sounds "on-brand."

Curating Engaging Content

Shoot video in 4k 60 FPS or the highest quality possible. Camera settings can be manipulated in your phone's settings.

Take photos in RAW MAX. This allows for more editing capabilities and a high quality photo.

(Most social media platforms are optimized for Apple, so do some research first if you are using an Android product.)

Optimize your camera settings!

Editing Content

- Average watch time: 7-8 seconds per video
- Hook Strategy: Capture attention within the first 1-3 seconds.
- Social Media Video Specs: 1080p resolution at 30 frames per second.

Video Lengths

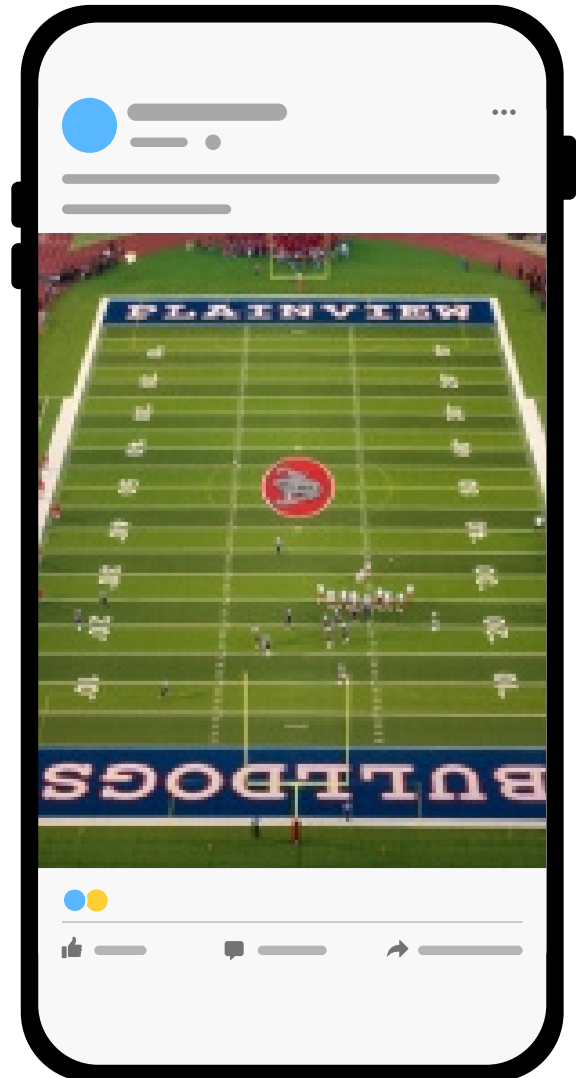
Very Short 0-15 sec

Short 15-30 Sec

Medium 30 Sec-1 min.

Long 1-2 min.

Very Long 3+ Min.



Best for Graphic Design, Photo & Video editing



ChatGPT

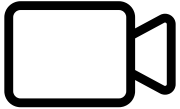
Best for Idea Generation, Captions, and Rewriting



CapCut is best for Photo and Video Editing

Content Types

When and how to use each of them!



Short Form Video

Short-form videos like Reels, TikToks & YouTube Shorts are the top content format! They offer the opportunity to reach new audiences beyond your followers while still engaging those who already follow you.



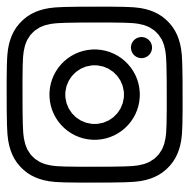
Carousels

A photo carousel is a series of 1-20 images that users can swipe through in a single social media post. By adding music, the post can be included in the Reels or TikTok feed, increasing its visibility. This not only engages your current followers but also gives you the potential to reach new ones.



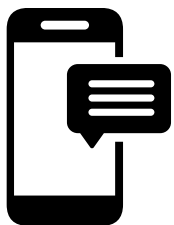
Photos

Single photos typically reach only your current audience, making them ideal for quick posts like important announcements or when you're short on time. This approach is more focused on retaining followers rather than attracting new ones.



Stories

Stories are a great way to retain & engage your current followers. Use them to make your business feel more personal by sharing everyday moments & behind-the-scenes content. Aim to post 1-3 stories per day.



Text

Text posts on platforms like Twitter, Threads, Facebook & LinkedIn are highly popular with users seeking more insightful content. Threads are also being integrated into the Instagram feed, offering rewards for posting. Post Threads to your Instagram Story for added visibility!





↻ Repost

Posting

Tag relevant accounts & collaborate on posts: Tagging others & collaborating can expand your reach by exposing your content to their followers when they re-share or accept the collaboration.

Boosting engagement: The algorithm measures the popularity of a post based on the level of engagement it receives, so aim for high interaction by adding a CTA & hook.

Optimal posting times: Avoid posting when your audience is likely asleep. Plan & schedule posts in advance to give people time to engage.

Fill out all posting categories: Ensure each category is completed, as this will help the algorithm push your post to the appropriate people.

Giveaways: Encourage participation by asking users to like, follow, tag, share to their stories or send to a friend, & comment an emoji on all of your monthly posts.

Engagement

- Follow key leaders in your niche or community to stay informed & engaged.
- Like & comment on posts & stories similar to your own to build connections & increase visibility.
- Be mindful of the content you consume; the algorithm tailors your experience based on your viewing habits.
- Treat others the way you want to be treated!

♥ LIKE

Your business plays an important role in Plainview and Hale County's story.

When local businesses show up online, our entire community benefits — from stronger connections to new opportunities for growth.

This guide is here to help you take the next step, one post at a time.

Contact the Plainview Hale County Economic Development Corporation for additional assistance and questions.

www.plainviewedc.org

