



Hello everyone, as some bright spots in the news begin to show, we thought now would be a good time for Saranac Lake businesses to start thinking about welcoming customers back. And while we don't have any control over when exactly that may be, this period of forced downtime may provide an opportunity to spruce up your social media presence.

For better or worse, most travelers and locals get their information from places like Facebook, Twitter, and Instagram. And previous economic downturns have shown that businesses that remain in the public eye fare better than those that don't when the economy rebounds.

To that end, the Regional Office of Sustainable Tourism (ROOST) and the Saranac Lake Area Chamber of Commerce have put together a checklist of items to update and verify on your social media pages, along with some tips on what and what not to post.

Some of these things only need to be done once or twice a year but even now, when you may be temporarily closed or operating on limited hours, try to post regularly on your social media pages – whether that's daily or weekly. You just don't want to be forgotten by the customer.

Thanks for all that you do to keep our community going, and if you have any questions, please don't hesitate to reach out.



SLACC contact is Emma  
ROOST contact is Justin



welcome@slareachamber.org  
justin@roostadk.com



518-891-1990  
518-523-2445

## UPDATES

Make sure your contact information is correct, and refresh your profile and header images a couple times per year to keep that page looking fresh.

- Check phone number and email addresses
- Make sure website is correct
- Upload/post photo of menu
  - If there's an option to upload your menu, do that. If not, take clear photos of each page of the menu and upload as an album
- Update hours
  - Update regularly if your hours change throughout the year
- Profile picture
  - Can be the business logo or employee(s)
- Header image
  - Bright and colorful, give an idea of what the business is – a nicely-plated dish, cold beer, or well-lit shelves of goods
- Change passwords
  - This should be done once or twice each year just for basic security, but make sure to change passwords if any employees who had the passwords leave your employ

## DOS AND DON'TS

- Do post clear, high-quality photos
  - Cell phones take great photos now, so snap away! Keep an eye out for shadows, someone picking their nose in the background, and blurriness. Photos of your products are a quick and easy way to keep your audience engaged – it doesn't have to be a special event
- Do post specials/discounts/coupons
  - Let people know if you have coupons in the paper, are running specials, or offer discounts for holidays or packages
- Do respond to messages and emails
  - Try to respond within a day, even if it's just an acknowledgement of the message
- Do celebrate successes
  - Let the community know about new products you're carrying or if your bartender makes an awesome Bloody Mary
- Do let the community know when you sponsor something
  - Do you sponsor Saranac Lake Youth Baseball, Basketball, or Soccer? Giving away a gift certificate for a contest? Let people know!
- Do share pics of your employees and their successes as well
  - Is your server graduating from Paul Smith's? Is your bartender also a luge athlete who recently had good races? Is one of your employees getting married/expecting a baby?
- Don't make political posts
  - Avoid local, state, regional, national, international, and intergalactic politics – just no politics
- Don't post blurry photos
  - Digital cameras allow us to take as many photos as we need, so pick a clear, well-lit pic to post
- Don't be aggressive or dismissive to negative reviews
  - If you want to ignore negative reviews, that's fine. If you want to defend yourself against unfair reviews, that's fine. Just be polite – you don't want to “go viral” for something negative
- Don't engage in personal attacks
  - The best policy to handle negativity on social media is to ignore it or kill it with kindness
- Don't badmouth other businesses
  - It's fine to think your business is better than your competitor's, but don't gloat or stir up trouble on social media
- Don't complain about customers, whether locals or tourists
  - We all know the customer isn't always right, but don't blast them on social media no matter how wrong they are

---

## HOW TO SETUP BUSINESS PAGES



Facebook: <https://www.youtube.com/watch?v=L-yAePtIOgE>



Twitter: <https://blog.wishpond.com/post/47480842552/how-to-make-a-twitter-handle-for-your-business-13>



Instagram: <https://help.instagram.com/502981923235522>

