



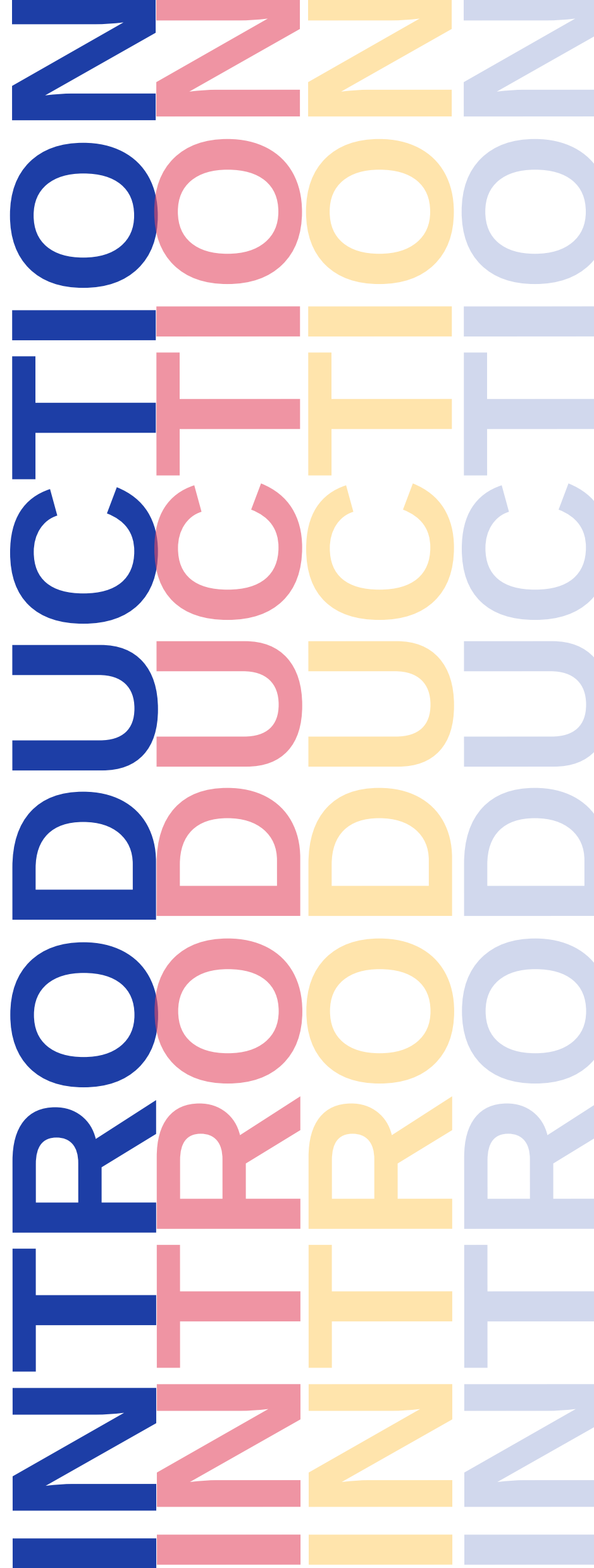
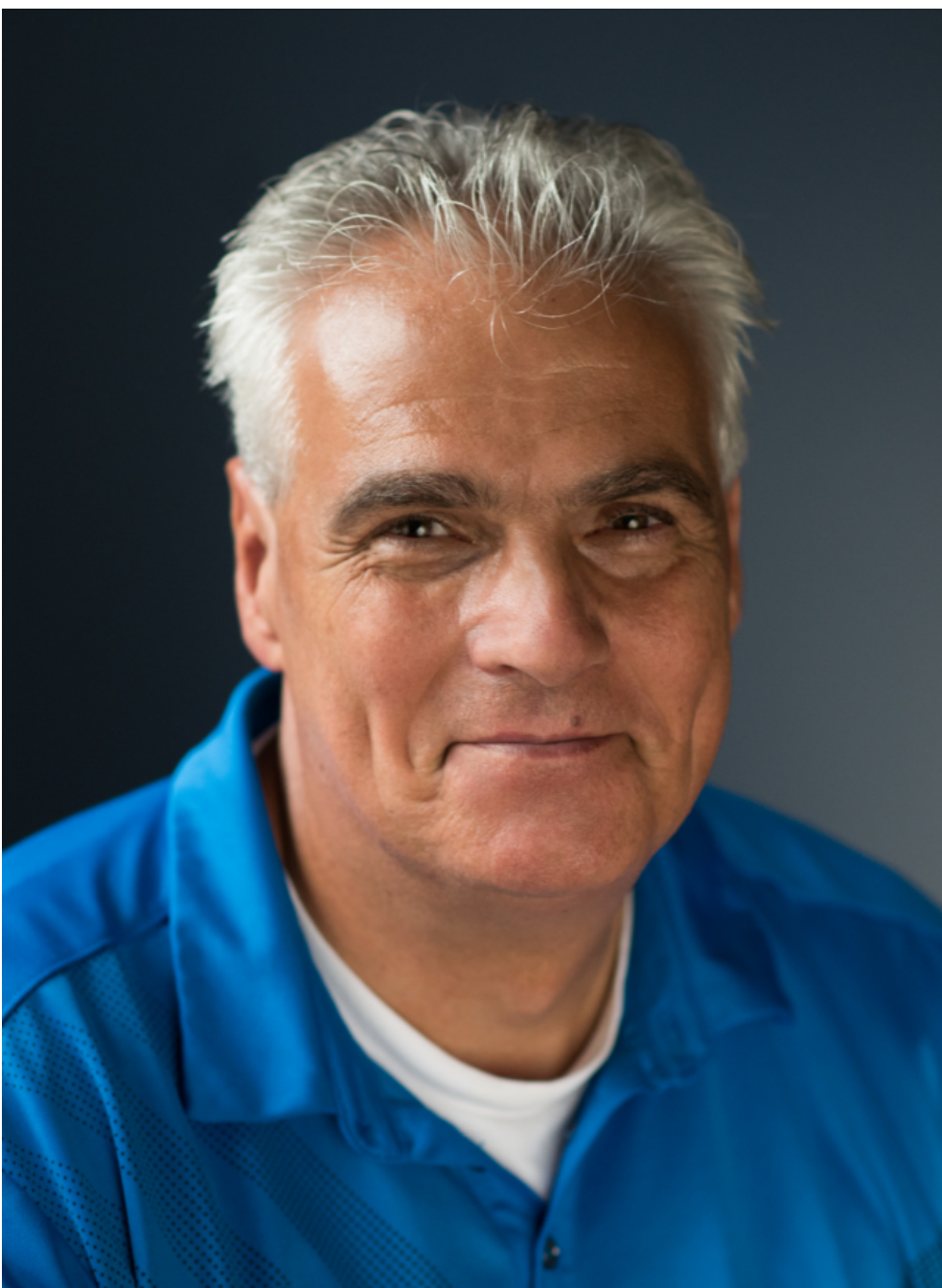
In partnership with:



Member Social Media Audit 2019-20



Message from the President



— *"Social media is just a buzzword until you come up with a strategy."*
Val Venneri, 2019-2020 Chamber President

The Chamber recognizes that being a small business owner means you are the accountant, the bookkeeper, the human resource manager, and yes-- the creative marketing director.

Social media, when employed correctly, can be a low-cost and effective tool for any small business owner, however the multitude of platforms may present barriers. With the help of your Chamber and some creative strategies, these barriers are surmountable.

The information presented herein, provides a snapshot of how our members are utilizing the various social media avenues to bring their marketing to the forefront.

While we are encouraged to see the majority of our members online across the social media spectrum, maintaining active and engaging content is the only way to maximize your media presence.

Your Chamber is a conduit for social media success, and we look forward to working with our membership to ensure that they capitalize on what is a cost effective and wide-reaching resource in boosting their products and services.

A handwritten signature in black ink, appearing to read 'Val Venneri', with a long, sweeping horizontal line extending to the right.

Val Venneri
2019-2020 Chamber President

METHODOLOGY

The Chamber is proactive in providing our members with the tools they need to succeed. As such, an internal audit of our customer relationship management (CRM) was produced on Dec. 31, 2019, to determine which of our members were on social media, on which platforms, and if they are actively engaging their followers.

To ensure that our members are truly receiving value for their use of social media, the enclosed findings act as a snapshot on where they rank with respect to online engagement.

This report contains aggregate data only and does not include individual member data in order to respect our commitment to our members in regards to the confidentiality of their information. The information collected is important for business marketing strategies because it is current local information. It does however have limitations in that it is relevant at the time of its collection.

The data is presented based on the whether they were active on the following platforms:

- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube
- Pinterest
- Trip Advisor
- Website
 - Website offering e-commerce
 - Website offering e-newsletter

The aforementioned social media platforms were chosen categorically on the basis of their broad use and popularity based on adherence.

The data presented herein is also weighed on a scale of active, passive, and inactive use.

Active status is identified when a user posts frequently or semi-frequently throughout the calendar year. Passive status refers to an account that does not cultivate its own content, rather shares the content of others. Accounts were deemed inactive if they had not posted to the respective social media account since February 2019.

Results are accurate as of December 31, 2019.



EXECUTIVE SUMMARY

Small businesses play an indispensable role in our local economy. According to the Chamber’s Business Confidence Report, local small- to medium-sized enterprises largely comprise the economic engine that drives our community forward. These businesses are a vital component of Timmins’ economy and are a primary source of innovation and job creation.

In recent decades, new technologies have enabled small businesses to expand their customer base and sell products and services beyond their local communities. The internet has provided an efficient forum for businesses to sell directly to consumers, and more recently, small businesses have been able to use digital and other technologies to enhance their marketing, customer service, and ability to create customized products and services.

In today’s digital and mobile world, social networking systems have also become an important tool to help small businesses access new customers, drive sales, and increase customer satisfaction. As consumers increasingly use social networks such as Facebook, Instagram, and Twitter to find and compare local goods and services, small businesses have new avenues in which they can interact with customers and market themselves.

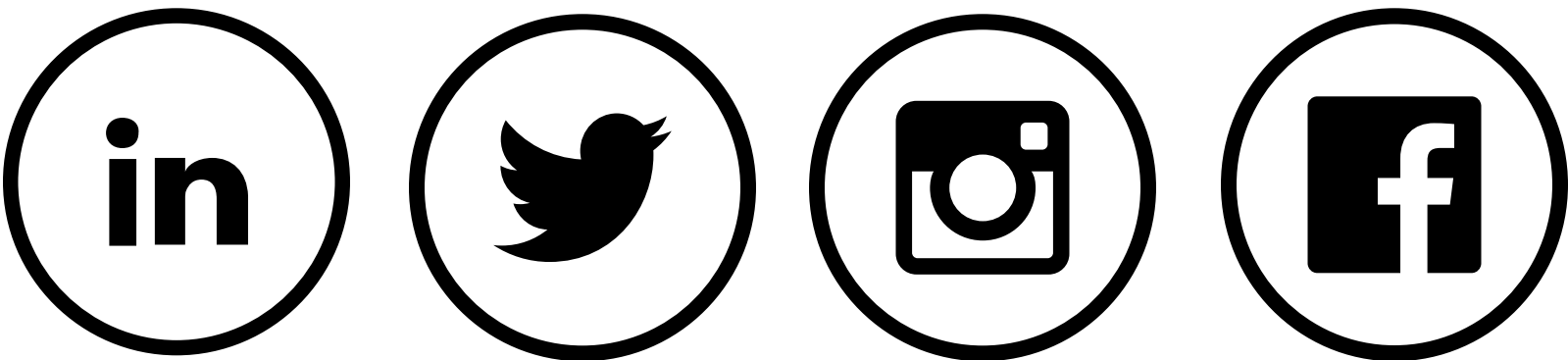
Facebook and its affiliated products—Instagram and Facebook Messenger—provide critical platforms for businesses to reach a wider audience and to connect directly with their customers.

To better comprehend the scope of how small businesses use Facebook and its products, the Chamber felt it necessary to understand how and where our members were engaging social media.

The results of our report show that Facebook is a widely used platform among small businesses, and that the majority find Facebook’s products to be important to their business. Small businesses use Facebook’s products for a variety of reasons, including marketing, communication with customers, and providing general information about their business.

The Chamber conducted an audit of their members’ online presence during 2019 in order to assess the needs of the Timmins business community in the social media realm. The gathered information will be used to assist our members in a variety of areas including, but not limited to:

- MARKETING
- BRANDING
- POLICY DEVELOPMENT
- OUTREACH
- CLIENT PROCUREMENT
- CLIENT RETENTION
- PLATFORM
- FUNCTIONALITY



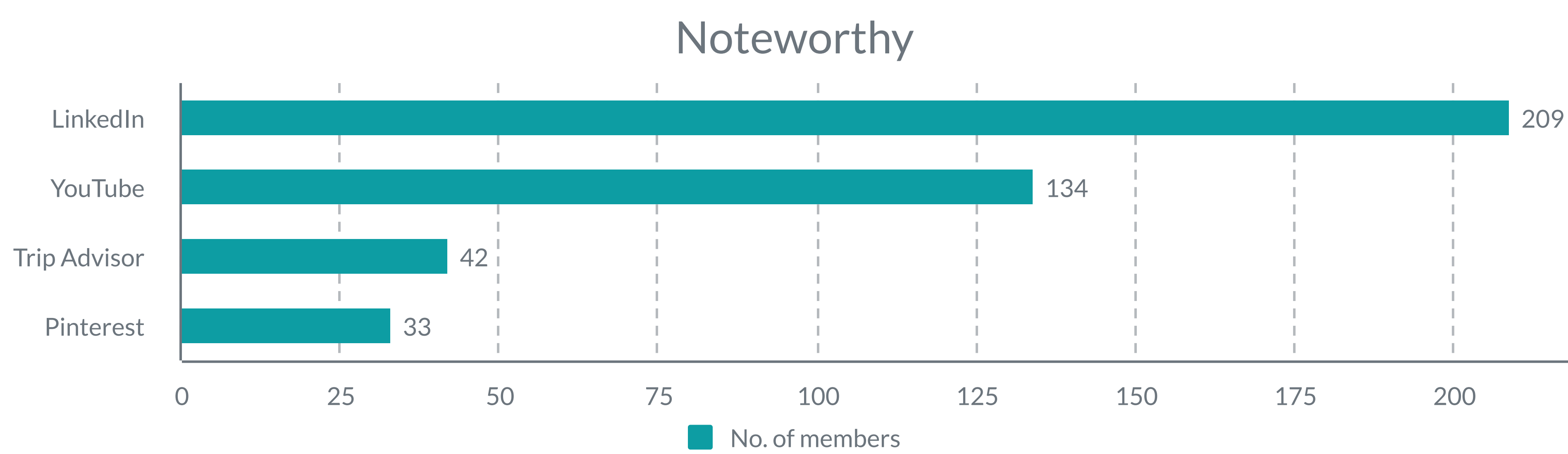
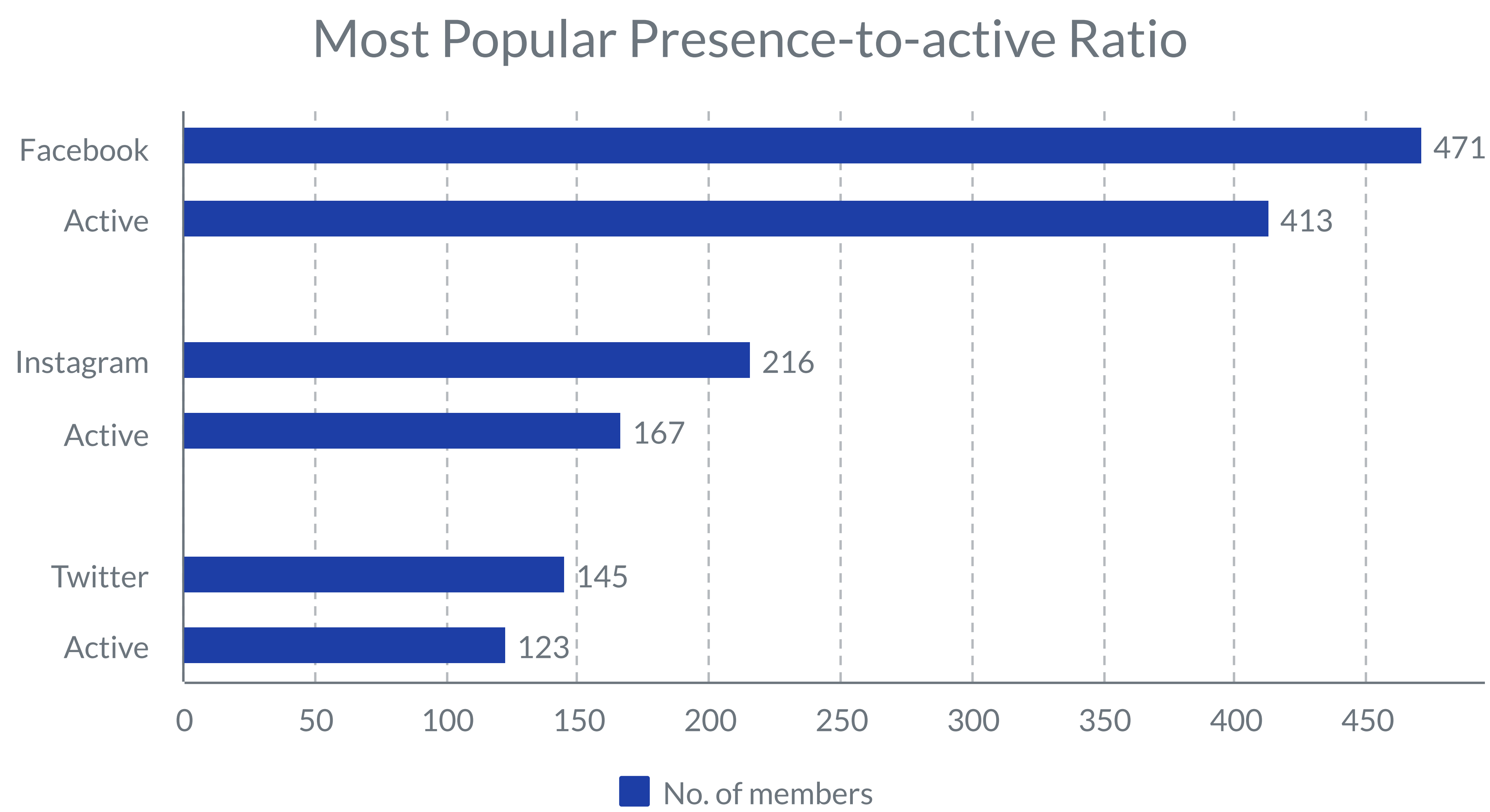
RESULTS

Of the Chambers 629 members, 91 percent had some form of online presence. The results of our audit show that Facebook is a widely used platform among the membership. Small businesses and non-profit organizations use Facebook’s products for a variety of reasons, including marketing, communication with customers, and providing general information about their business or organization.

Instagram and Twitter comprise the second and third-most presence-to-active status ratio. While these platforms are widely known to reach a younger, more engaged audience, it is troubling to learn that so many of our members have yet to fully employ these platforms as flow-cost and effective marketing tools.

Used efficiently, Facebook and Instagram in particular are critical to non-profit and business operations and growth alike. Moreover, many businesses that promote themselves online know that it allows them to better serve customers.

Below are graphs that represent the data mined from our CRM:

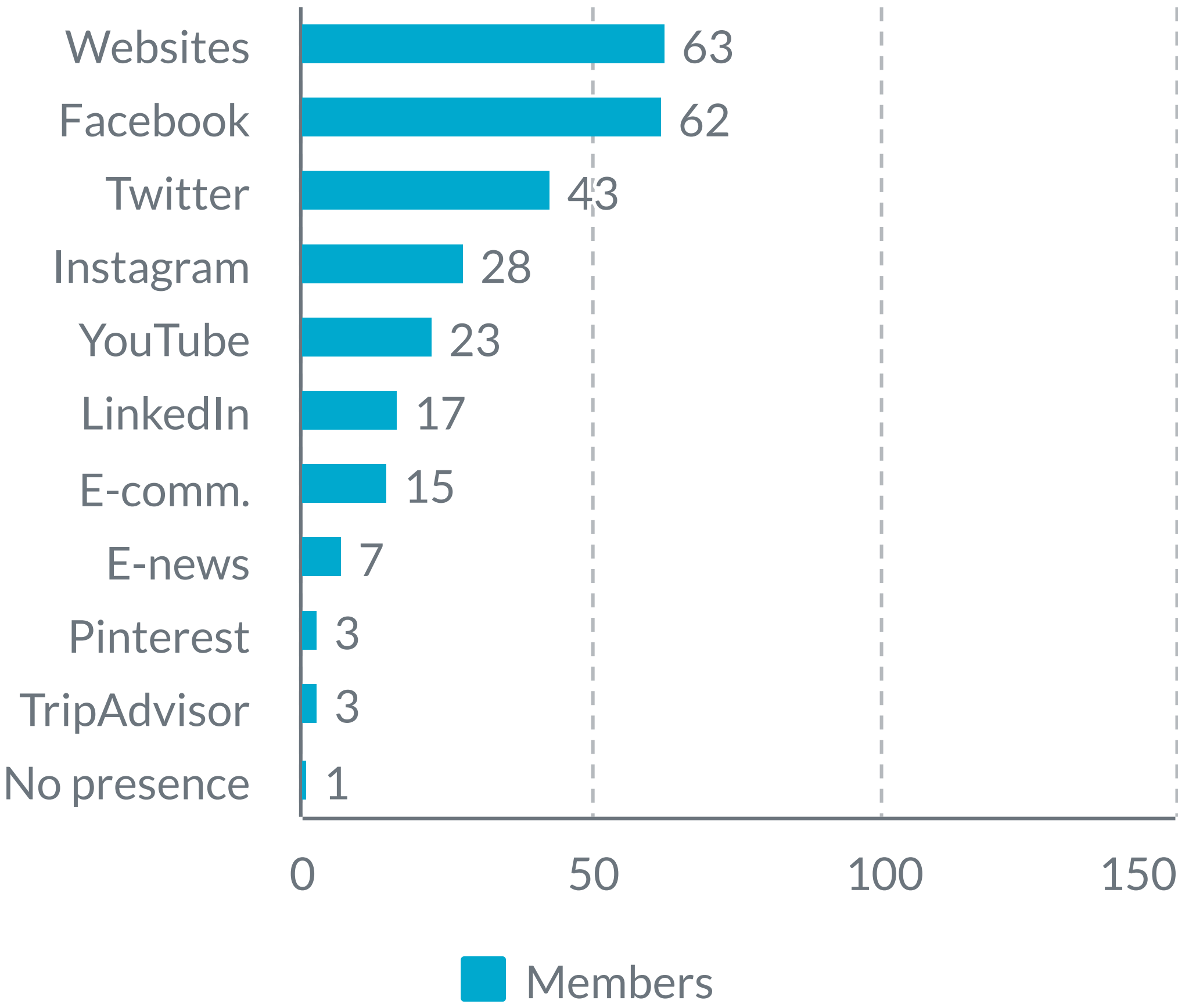


RESULTS

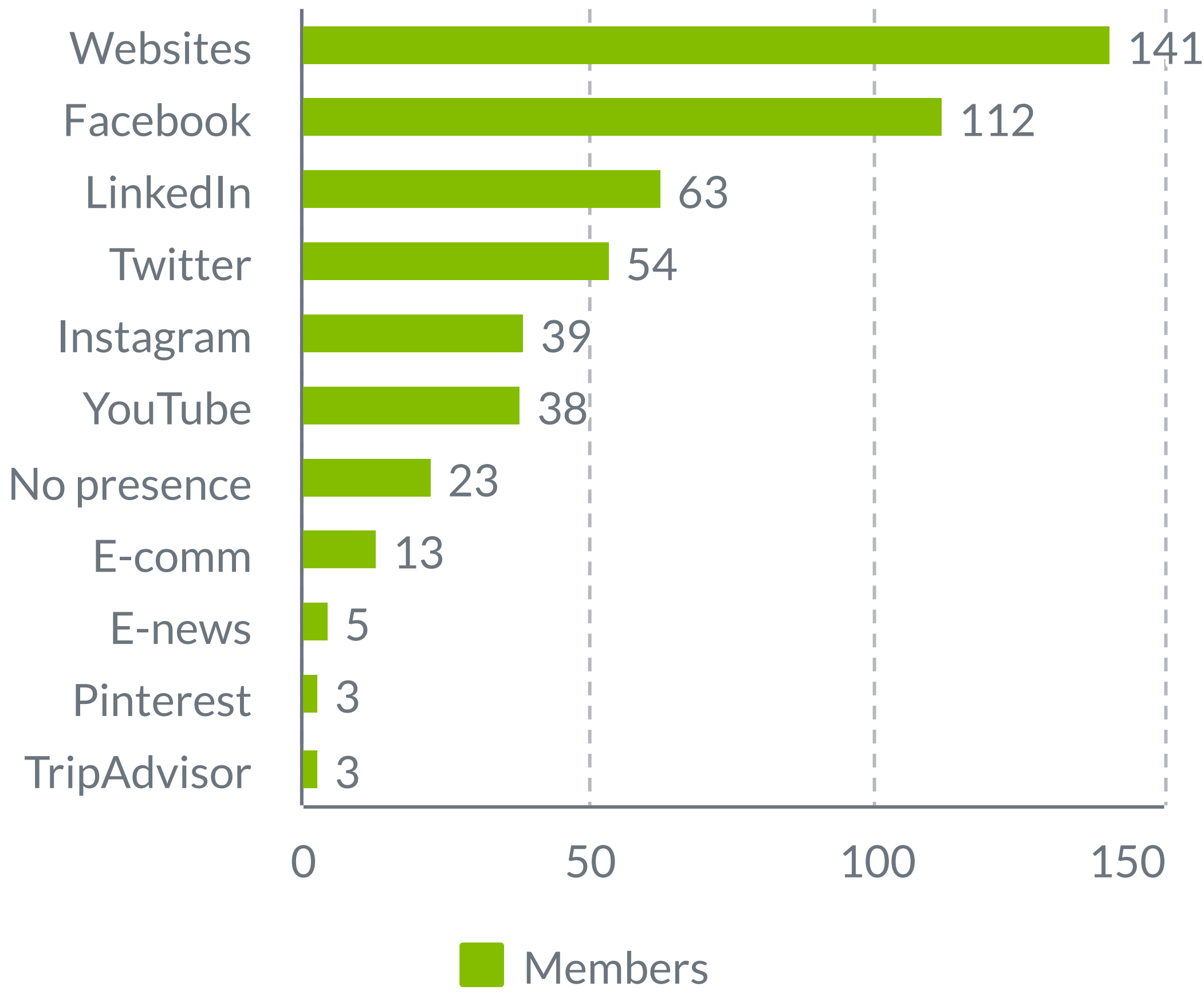
BY

SECTOR

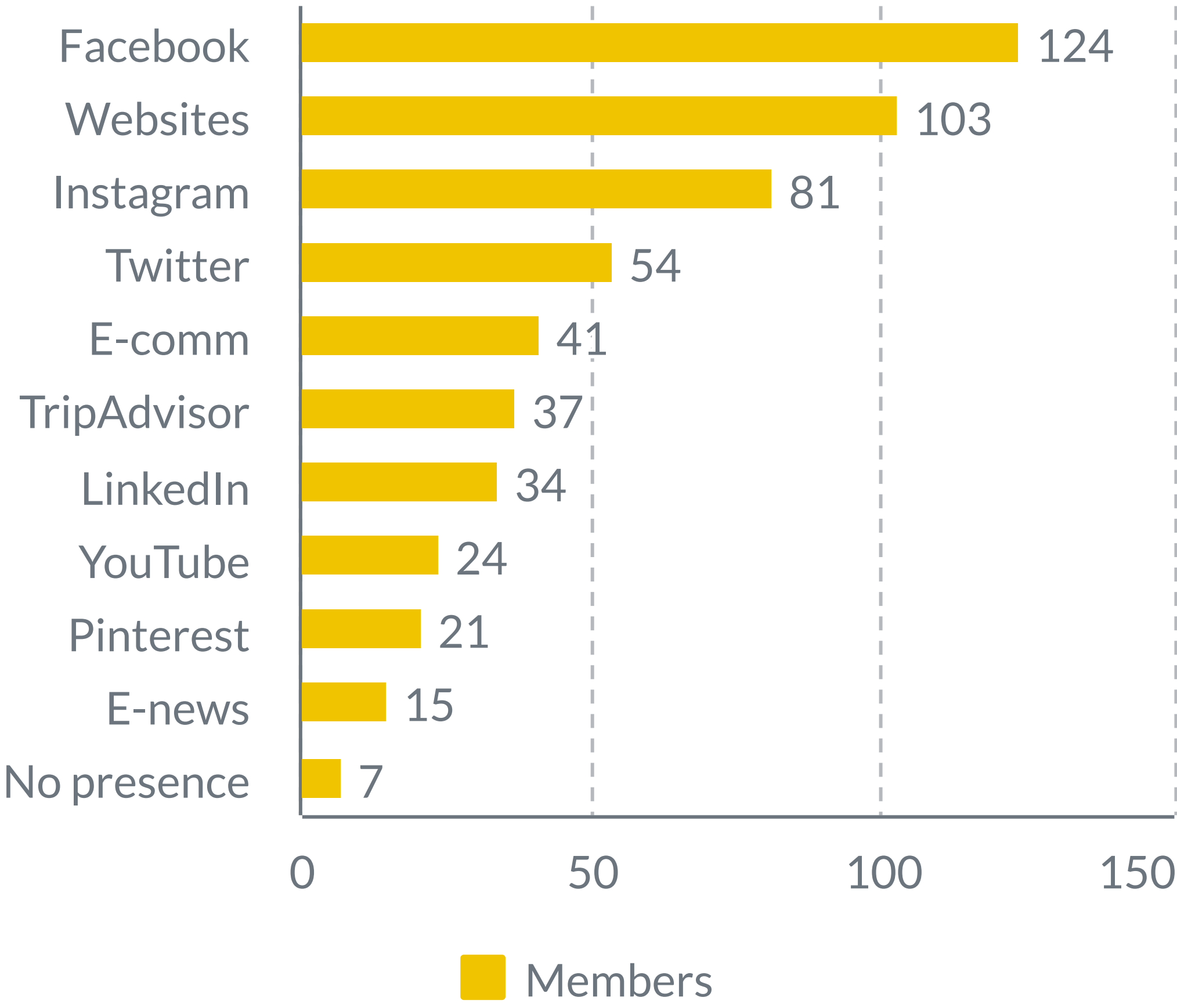
Non-Profits: 67



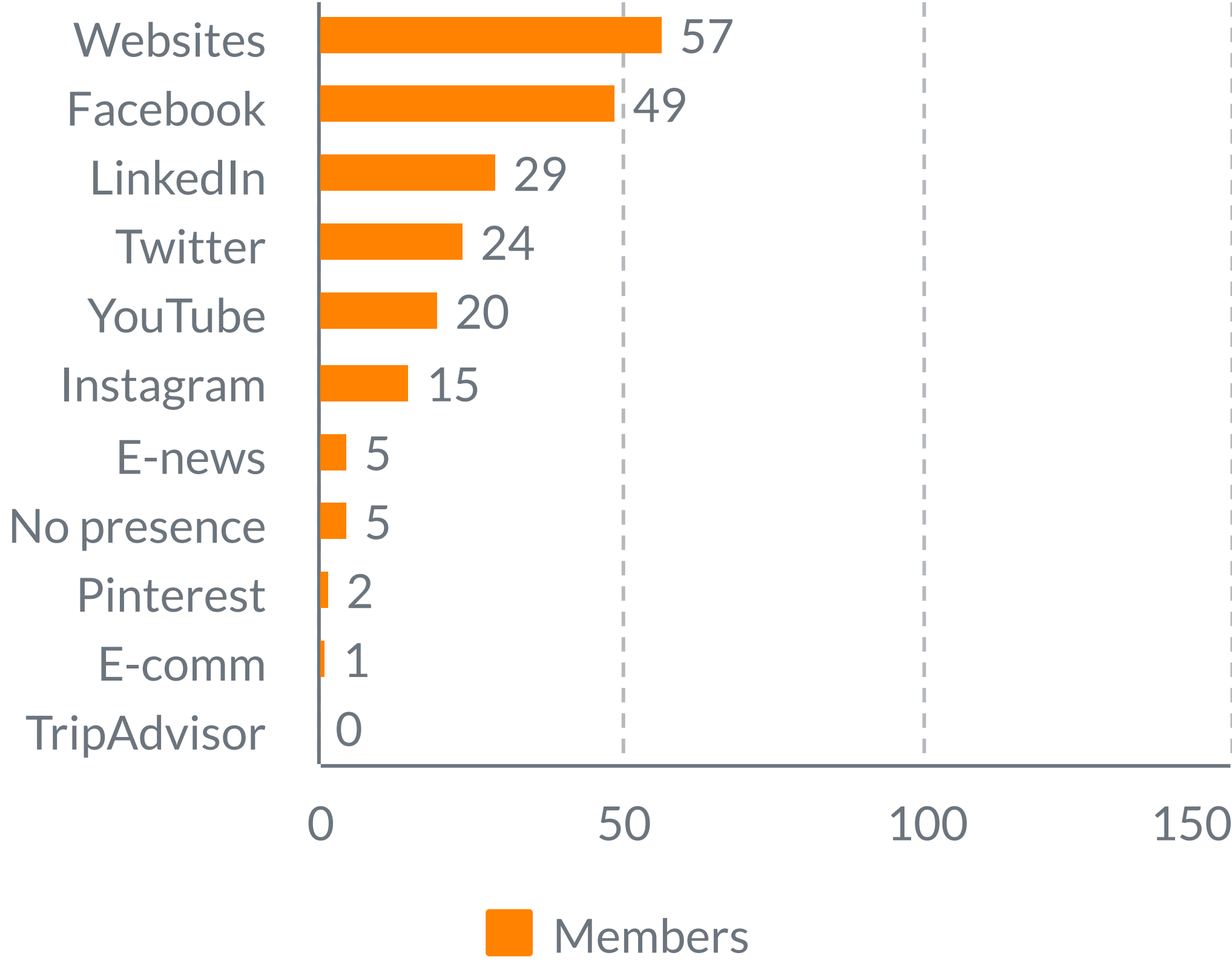
Skilled Trades, Industry: 177



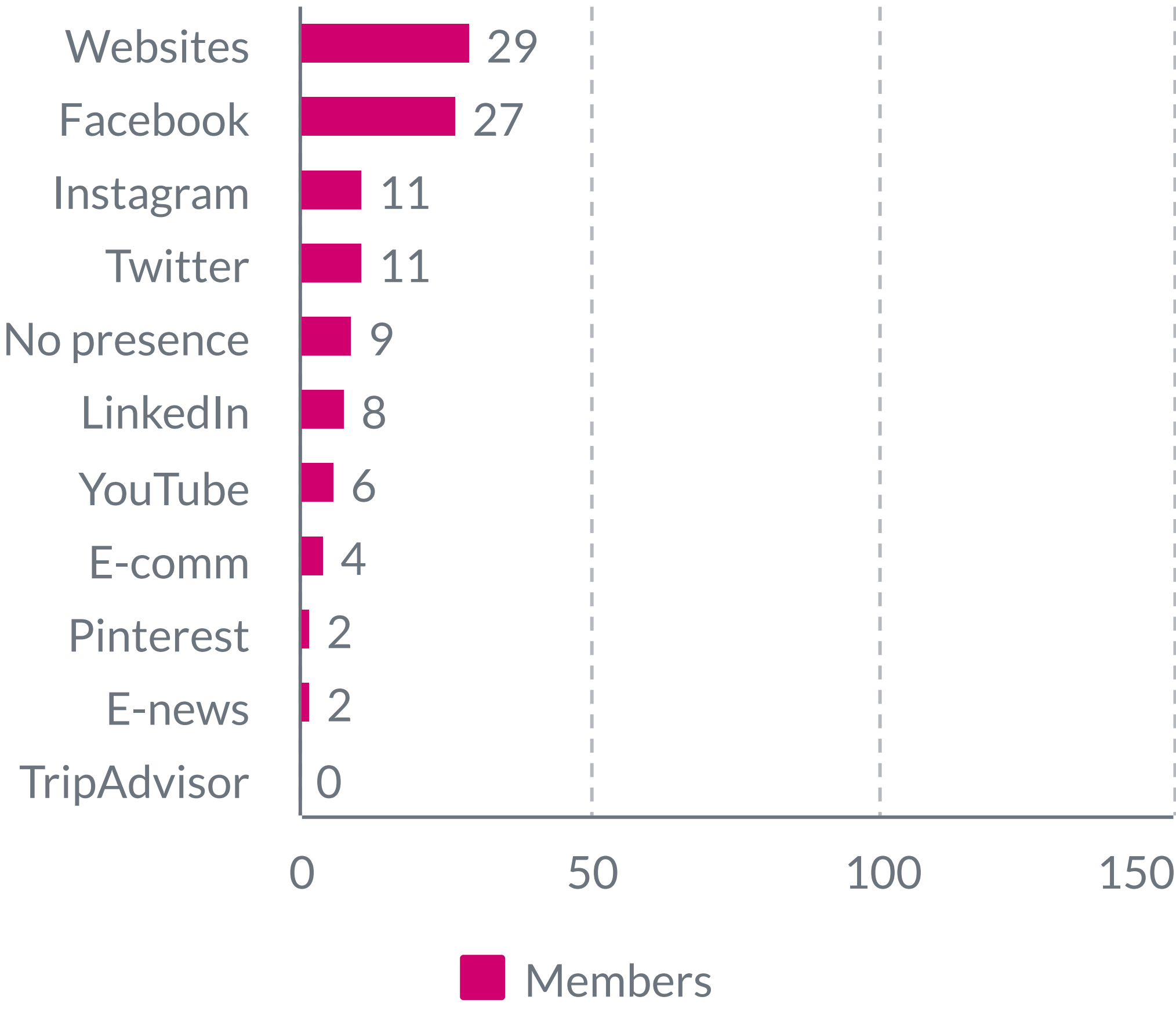
Retail, Hospitality: 136



Legal, Financial, Real Estate Services:65



Health & Wellness: 38



SUMMARY

The audit indicates a healthy online presence within the Chamber membership. The overview of results shows that the majority of our membership have invested time into social media and are active in using a variety of platforms.

Social media tools provide small businesses and non-profit organizations with the capability to optimize their operations. For example, for many small businesses, use of Facebook products is leading to positive and measurable results, including increased sales, access to new customers, and improvements in customer satisfaction. Creating a clear distinction in how different industries use social media will help the Chamber to assess the needs of our membership and tailor workshops and events to meet those needs.

What is most evident is that more can be done to help those within the membership navigate untapped platforms and maximize efficiency in posting to multiple social media outlets.

This report serves as a benchmark in where our members are, to where they need to be.



RECOMMENDATIONS

1

Develop a framework to communicate the value of an active online presence to our members (increased community awareness, more business, brand recognition, etc.).

2

Assess social media literacy and efficiency among our members by sector to gain a better understanding as to how they use social media for business and determine what areas can be improved upon for maximum payoff.

3

Consult with members without an online presence to determine their barriers to using social media and create programming to remove those barriers.



**This report was made possible
with the financial support of:**

NEOnet

4715 Highway 101 E
Suite B-142
South Porcupine, ON
P0N 1H0



P.O. Box 985
Timmins, ON
P4N 7H6

705.360.1900

