

Guttenberg Chamber of Commerce: Social Media Guide for Businesses

Why Social Media Matters



Social media is a powerful tool for businesses in Guttenberg to connect with locals and visitors, especially leading up to big events like RAGBRAI. With the right strategy, you can boost engagement, attract customers, and increase sales.

Key Social Media Platforms & Best Practices

1. Facebook (Best for community engagement & event promotion)

- **Post Ideas:** Business updates, behind-the-scenes, promotions, event details, customer testimonials
- **Best Practices:**
 - Post 3-5 times per week
 - Use high-quality images & videos
 - Engage with comments & messages promptly
 - Use local hashtags like #GuttenbergIA #ShopLocal #VisitGuttenberg
 - Create Facebook Events for special promotions

Example Post Template:


 **Big News!** We're gearing up for RAGBRAI!  Stop by [Business Name] for [special offer] and experience the best of Guttenberg hospitality! #RAGBRAI #GuttenbergIA #ShopLocal

2. Instagram (Best for visuals & younger audiences)

- **Post Ideas:** Product showcases, customer features, event highlights, short videos/reels
- **Best Practices:**
 - Post 3-4 times per week
 - Use Stories for daily updates
 - Engage with followers through polls & questions
 - Tag other local businesses for cross-promotion
 - Use 10-15 hashtags per post

Example Post Template:



 **Picture of Your Product or Storefront**

🌟 Ready for RAGBRAI? Stop in for [offer/product] and take in the river views! 
#GuttenbergIA #RAGBRAI #SmallTownCharm

3. TikTok & Reels (Best for fun, short-form videos)

- **Post Ideas:**
 - “A Day in the Life” at your business
 - Before & After (e.g., store setup for RAGBRAI)
 - Customer interactions or testimonials
 - Fun trends that match your brand
- **Best Practices:**
 - Keep videos under 30 seconds
 - Use trending sounds & hashtags
 - Show personality & authenticity


Example Video Idea:

 Record a quick time-lapse of your store getting ready for an event with a popular audio track.
Caption: “Prepping for RAGBRAI like...  Who’s excited?!” #GuttenbergIA #RAGBRAI2024

General Social Media Tips

- ✓ Be consistent but don’t overwhelm – quality over quantity.
- ✓ Engage with your audience – respond to comments & DMs.
- ✓ Use storytelling – share the “why” behind your business.
- ✓ Cross-promote with other local businesses.
- ✓ Track engagement – see what works and adjust accordingly.

Need Help? The Guttenberg Chamber is here to support you! Reach out for additional resources or social media workshops.

➔  **Tag us so we can share your posts!** @GuttenbergChamber #GuttenbergIA