

# HOW TO SHARE YOUR BUSINESS NEWS

There's a range of ways to share business news, whether it's good or not!

Today, most businesses use **social media for marketing**, as it's one of the quickest ways available to share their latest news and get engagement from their readers. Many businesses have a dedicated Social Media Marketing Department or Officer to manage this, but smaller businesses may not have such resources. It's also important not to forget the more traditional ways of sharing business news.

So, these handy tips are for you!

## AN ONLINE DISPLAY OF YOUR AWARD!

Let's go digital.

### WHERE?

✓ Done!

Add a copy of the digital award to your **automated booking email template**.

On your website, add a copy of the Digital Award to your **Awards Page or Home Page**.

Insert a copy of your Digital Award in your automated **Facebook Messenger Replies**.

## PHYSICALLY DISPLAY YOUR AWARD!

You've won an award. Display it with pride!

### WHERE?

✓ Done!

At your **reception, front desk, or counter.**

In your **rooms or public spaces.**

Your **Information Packs**; add a copy of the digital award to your literature!

On your **bar / restaurant menus** - insert a copy of the digital award to your menu!

## ANNOUNCE THE AWARD ACROSS SOCIAL MEDIA!

The Philippines is the social media capital of the world, so spread the good news!

### WHERE?

### ✓ Done!

**Think of a snappy opening!** You've got 3 seconds to grab a reader's attention.

**Give details!** Copy & paste or screenshot a snippet of what was said about your business by the Awarding Body.

**Include the award image** in your post using the digital award sent to you.

Include the link to the article. If the Awarding Body has published a press release, add that to the post!

e.g. <https://myranggo.com/feature/ranggo-100-best-service/>

**Use trending Hashtags!**  
If the Awarding Body has used any hashtags in their announcements, copy and add these to your post!

e.g. #myranggo, #ranggo100bestinserviceph

## WHERE?

✓ **Done!**

**Be responsive to reactions & comments** - play an active role on your posts! This boosts your posts visibility to others.

Prepare a standard response for responding to positive and negative reactions to your online news, which you can personalize.

If someone shares your post, visit their profile and add a personalized comment, along with your WIIFM (if you've offered one)!

**Consider a different style of post for each platform.**

Don't just repeat the same content!  
Variety encourages people to open and read.

**Instagram / Pinterest** - visuals, photos.

**Facebook** - information, optional visuals.

**LinkedIn** - both, with business-focused language.

# There's more... **BE AWARE!**

## **POST ACCURATELY AND TRUTHFULLY!**

Make sure you have given accurate facts and information. Remember, you're posting on a public forum!

1. Fact-checking is already being applied to many social media platforms, resulting in posts either being removed or having a **community note** attached below the post if it appears to be misleading.
2. If you have a good following, satisfied customers are likely to engage in any news you share with likes and comments - **however, so will dissatisfied customers and potential internet trolls**. Be prepared to respond carefully to these comments too! Have a planned response for both eventualities but also be ready to personalize it.

## **PERSPECTIVES!**

What's good for you may not seem good to some of your followers.

Be aware that whilst your news may be positive from *your* business perspective, there may be some people who might see it differently.

1. Stay consistent and 'on brand' when replying.
2. If you think there could be some negative reactions to your news, consider if and how you'll respond ahead of posting.

## CONSIDER THE WIDER “WIIFM!” (What’s in it for me?)

Rather than just posting something celebratory, think of it from a **wider perspective** - *why should your followers care?* We’d all like to think our followers will be as excited about our news as we are, but are there benefits for them?

**EXAMPLE 1.** You’ve just employed a new chef, so you want to welcome them to the team and introduce them to your customers. It may that be your chef has particular skills - maybe they love creating vegan dishes.

Your post can include how you will soon be expanding your menu to offer a greater selection of vegan dishes to your guests! Or, you may also be excited to share where your Chef has previously worked.

**EXAMPLE 2.** You’ve just signed a contract on a new property. The WIIFM will be newly created jobs in that area, a growth of your brand, and greater location choices for your customers.

## MONITOR YOUR HASHTAGS!

Hashtags categorize content and make it more discoverable, even to people who aren’t already following you, but you have to keep your hashtags fresh and relevant! Consider whose attention you’re trying to get.

1. Hashtags should be relevant to the nature of your business, or the content of the post. Just taken a good photo of your newest desserts? Use some trending tags like #foodporn, #foodgasm, lovecakes, #instafood, etc.

2. Take a peek at what hashtags your competitors are using, or which hashtags someone influential in your industry uses. Click on the hashtags to see what else is being tagged – is it your market, your eyes?

3. Popular hashtags aren’t always good. If a lot of people are using a particular hashtag, you can assume that if you use it, a lot of people will see your post. However, if the world and their dog are using that hashtag the chances are, unless you have an exceptional post, yours will just be buried beneath the hundreds or thousands posted the same day.

4. Don't copy and paste the same list of hashtags repeatedly, especially on Instagram which views hashtags on posts as content - it'll be marked down by the algorithms as **repetitive comments / content**.

5. If you are using an Instagram or a Facebook Business Profile, both offer insights! You can see the demographic of your traffic and which hashtags attracted the most impressions, which can help you hashtag effectively.

## **KNOW THE BEST POSTING TIMES!**

### **Facebook:**

Highest Engagement: 1 - 4PM, Saturday & Sunday.

Otherwise: 1 - 4PM, Tuesday, Thursday & Friday.

### **Instagram:**

Highest Engagement: 11 - 1PM & 7 - 9PM, Wednesday.

Otherwise: 11 - 1PM & 7-9PM, Monday, Thursday, Sunday.

### **Twitter / X:**

Highest Engagement: Lunchtime on weekdays.

Weekends have the lowest engagement rates.

### **LinkedIn:**

Highest Engagement: 10 - 11AM Tuesday, Wednesday, Friday.

Weekends and out of work hours are the worst time to post!

### **Pinterest:**

Highest Engagement: 8 - 11PM Saturday & Sunday.

Work hours are the worst time to post!

### **YouTube:**

12PM - 4PM, Thursdays and Fridays are the best days to post.

9AM - 11AM, Saturdays and Sundays are the days when most people are online watching videos.

**DON'T FORGET YOUR WEBSITE!**

Your news should be shared with an integrated approach in mind. This includes your website! If it's worth sharing on Social Media, it's worth sharing on your own site, too.

Do you have a latest news page? Can you add news links to your Home Page or your About Us Page? Put it there!

Now, get out there and  
**TELL THE WORLD  
ABOUT IT!**

Wanna learn more? Find more resources at



[myranggo.com/category/resources/](https://myranggo.com/category/resources/)