

# Getting Your Business Discovered on Social Media

› the summary

---

PETIT BILL'S BISTRO  
WELLINGTON WEST, OTTAWA  
07.14.26



**the reel shot.**



**CONTENT  
& COCKTAILS**







# SUMMARY OF “GETTING YOUR BUSINESS DISCOVERED ON SOCIAL MEDIA”

---

## › HOW TO GET DISCOVERED ON SOCIAL MEDIA

- How People Discover Businesses on Social Media
- Types of Content That Attract New Audiences The Most
- 4 Simple Ways to Increase Your Visibility

## › TAKING YOUR OWN BRANDING PHOTOS & VIDEOS

- What are Branding Images and Videos and Why Do They Matter?
- Using Your “Day to Day” to Capture Engaging Visuals
- Things to Consider When Capturing Your Own Branding Visuals
- Branding Visuals In Action





# HOW TO GET DISCOVERED ON SOCIAL MEDIA





# How to Get Discovered on Social Media

---

## #1 – How People Discover Businesses on Social Media

**Important to remember that social media platforms (Facebook, Instagram, TikTok, YouTube) have become a search engine.**

### **People search for:**

- Restaurants, Services, Local recommendations – best coffee Ottawa, "Near me" businesses – pilates near me

### **Your content needs to:**

- be obvious to your audience who you are, what you do, who you serve, your location, etc.
- help the algorithm understand the same, in order to push your content to the right audience.

### **The main ways people discover businesses:**

- **Short-form video/Reels**
  - Video content is the biggest opportunity to reach non-followers
  - Trends can get huge reach
  - Short, engaging, and aesthetic content works great on IG
  - Longer form, more authentic, stripped-down content works great on TT
- **Search/ SEO (Search Engine Optimization)**
  - Not just for websites anymore
  - Use keywords naturally in captions and on-screen text
  - Mention your city/neighbourhood
  - Say what you actually do in your content/ video intro – "Hi, I'm Kat, I'm a social media manager in Ottawa..."
- **Shares**
  - Shares expand your reach beyond your followers
  - Create content people want to send to friends/in DM's, share to their Stories



# How to Get Discovered on Social Media

---

## #2 – Types of Content That Attract New Audiences the Most

### REMEMBER!

Shift from "What do I want to post?" to "What would my audience find valuable?"

### Educational

#### Solve problems.

- Answer common questions
- Share tips and expertise
- Address pain points and show how your service/product helps

### Entertaining

#### Stop the scroll.

- Behind the scenes
- Funny moments
- POV videos or Day-in-the-life
- Trends with your own twist

### Shareable

Create content that makes people say “I need to save this” or “My friends need to see this.”

- Lists/ideas
- Before & afters
- Events and FOMO
- Aesthetic content



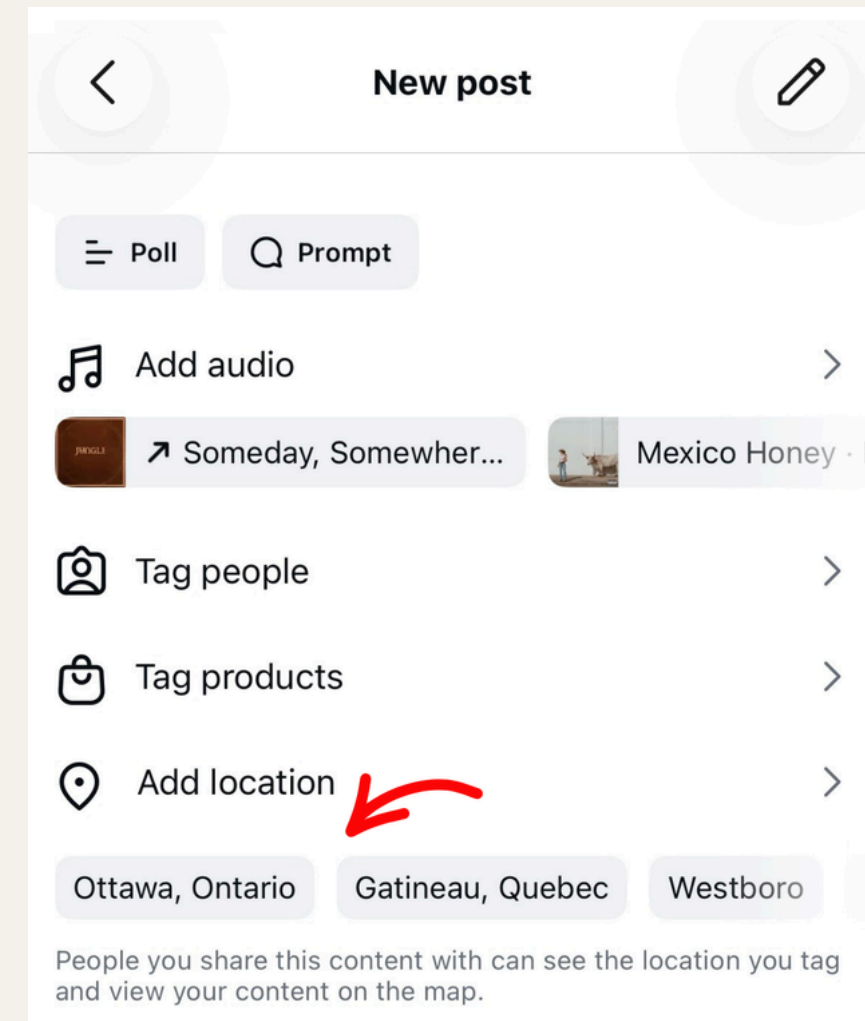
# How to Get Discovered on Social Media

## #3 – 4 Simple Ways to Increase Your Visibility

> Location

**LOCATION** | COLLABORATE | COMMUNITY ENGAGEMENT | BE CONSISTENT

### USE LOCATION



- Geotag Ottawa, ON – helps with local discovery
- Mention Ottawa/neighbourhood naturally in captions and voiceovers
- Add in hashtags – not as important anymore, but don't hurt (up to 5 now)



# How to Get Discovered on Social Media

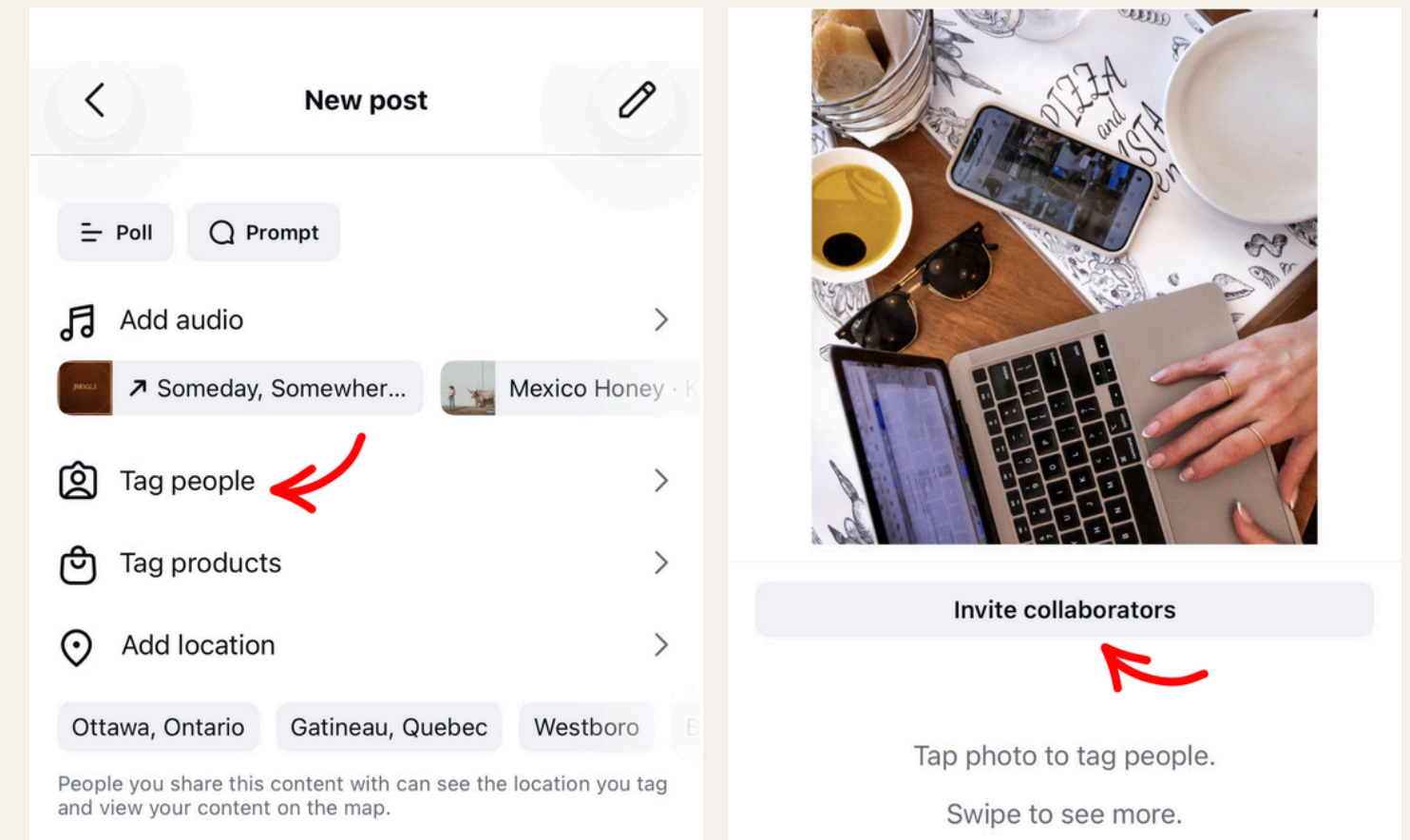
## #3 – 4 Simple Ways to Increase Your Visibility

> Collaborate

LOCATION | **COLLABORATE** | COMMUNITY ENGAGEMENT | BE CONSISTENT

### COLLABORATE!

Use the Collaboration feature posts to cross-promote – *exposure to larger audiences*



- Partner with complementary businesses on projects/events/etc.
- Work with local influencers/content creators – offer to pay for a reel or offer product/experience gifting – *if they love it, they will post about it*
- If you need some recommendations, or are interested in a collab, please reach out



# How to Get Discovered on Social Media

---

## #3 – 4 Simple Ways to Increase Your Visibility

- › Community Engagement
- › Be Consistent

### COMMUNITY ENGAGEMENT

- Social media is meant to be social; *don't post and ghost*
- Always reply to comments and DMs – start a conversation – shows you're involved and care about your audience
- Before and after posting engagement – 15 minutes before and after posts
- Follow/leave thoughtful comments on other local businesses/businesses you are aligned with
- Build relationships, not just followers – more important to have an engaged audience than a huge one

### BE CONSISTENT

- Consistency beats perfection
- Don't overthink – people crave authenticity in a world of AI
- Better to post twice a week consistently than daily for one week, then disappear

LOCATION | COLLABORATE | COMMUNITY ENGAGEMENT | BE CONSISTENT



# TAKING YOUR OWN BRANDING PHOTOS & VIDEOS





# Taking Your Own Branding Photos & Videos

---

## #1 – What are Branding Photos & Videos and Why Do They Matter?

Branding photos and videos are the visuals that capture the unique personality and story behind your business.

### REMEMBER!

***Branding photos & videos are the peek behind the curtain, people want to see “real”, not perfect.***

### Examples of what branding photos & videos are:

- Behind the scenes/b-roll
- Process shots
- Your service and/or products in action
- Warm, friendly photos and videos of you and/or your team members
- Your workspace/studio/shop/restaurant
- ***The casual photos you see in this summary***

### Examples of what branding photos & videos aren't:

- Polished professional portraits/headshots
- Product shots
- E-commerce shots
- Menu shots

*\*These types of images generally perform poorly on social media*

### Why are branding photos & videos important?

- They build trust
- They are relateable
- They inform and entertain



# Taking Your Own Branding Photos & Videos

---

## #2 – Using Your “Day to Day” to Capture Engaging Visuals

### REMEMBER!

***Your “day to day” is FULL of educational and entertaining content that your audience wants to see.***

### Recognize the content opportunities around you!

- Take “step by step” photos of a common process in your business for a tutorial
- Record a 20–30 sec. video discussing an industry pitfall to avoid (use a voiceover if you’re uncomfortable in front of the camera)
- Before and after photos/videos of the service you provide—*with you in them!*
- Create a “how to best use this product” video showing a product that you use/sell regularly
- A quiet scene to video a relateable, personal aspect of your business
- Photos of the products you use daily to help your business succeed
- Capture a funny blooper, fail, or mistake

### Create a scene!

- Visualize your scene
- Set up your tripod (if you don’t have a tripod, use anything to prop your phone against)
- Set timer (for photos)
- View test shot
- Adjust according



# Taking Your Own Branding Photos & Videos

---

## #3 – Things to Consider When Capturing Your Own Branding Visuals

Leverage the phone in your hand to capture the “real life” moments in your business that connect with new audiences.

### REMEMBER!

***If the “authentic” look of the visuals you created doesn’t match your overall brand aesthetic, you can use the visuals as a story (disappears in 24hrs) or hide the post from your main grid.***

### Simple tips to improve your own photos and videos

- Review/audit other engaging social media accounts for inspiration
- When possible, find natural light
- When possible, turn off overhead lights
- Clean the lenses on your phone
- Explore all of the lenses on your phone for a different perspective—avoid pinch zooming
- When recording a video, give pause/time before and after speaking, and between thoughts
- Keep the environment in your frame authentic, but uncluttered
- After setting the scene, (or “in the moment”) ask a friend or team member to take the photo/video if you don’t have a tripod handy
- Explore free photo and video editing apps to give your visuals more impact
- Practice, practice, PRACTICE!

### Batch that content

- Capture 6 different viewpoints (portrait, landscape, upside down portrait, overhead, wide angle, detail shot)
- Take both photos and video (when applicable)



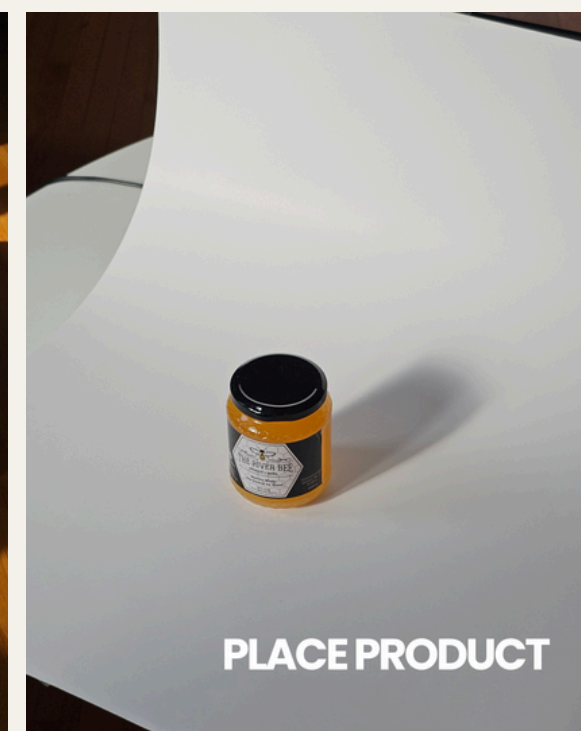
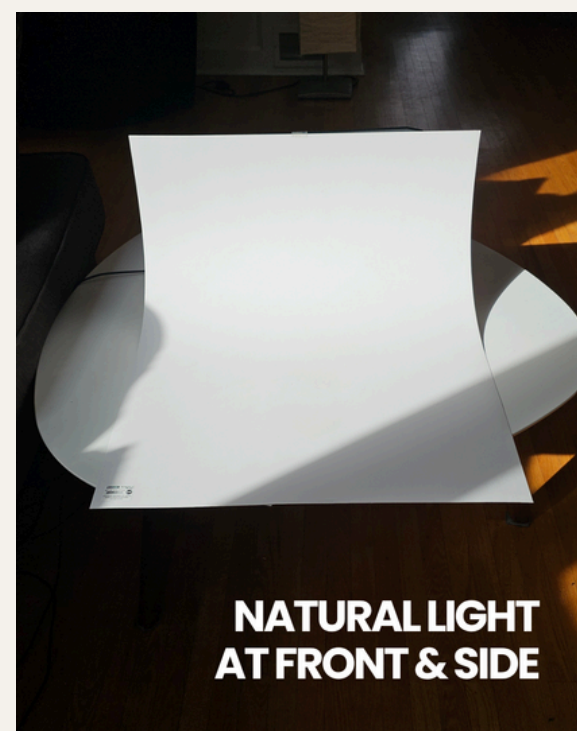
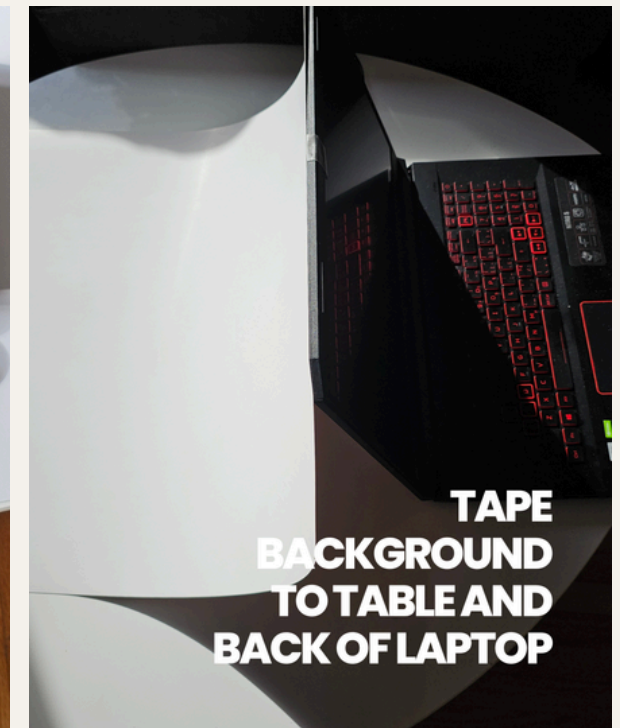
# Taking Your Own Branding Photos & Videos

## #3 – Creating Shareable Content With Your Branding Photos & Videos: Example

**Use Process/BTS Shots for a “How To” Carousel:**  
*“Create a Background For Your Product Photography For \$1—in less than 5 minutes”*

### REMEMBER!

***You solve problems for your customers every day.  
Use your problem solving for content.***



\*All but the first image was taken with a Samsung 23Ultra in natural light using a coffee table in my livingroom.



# Taking Your Own Branding Photos & Videos

## #4 – Creating Shareable Content With Your Branding Photos & Videos: Example

Take casual videos to share real moments, personal or professional. Simplicity is your friend!

### “Storytelling” Reel ~ 134 likes

#1 MOTHER’S DAY (family, personal, entertaining)

### “Behind The Scenes” Reel ~ 77 likes

#2 KEEP THINGS MOVING (quirky, relateable, entertaining)

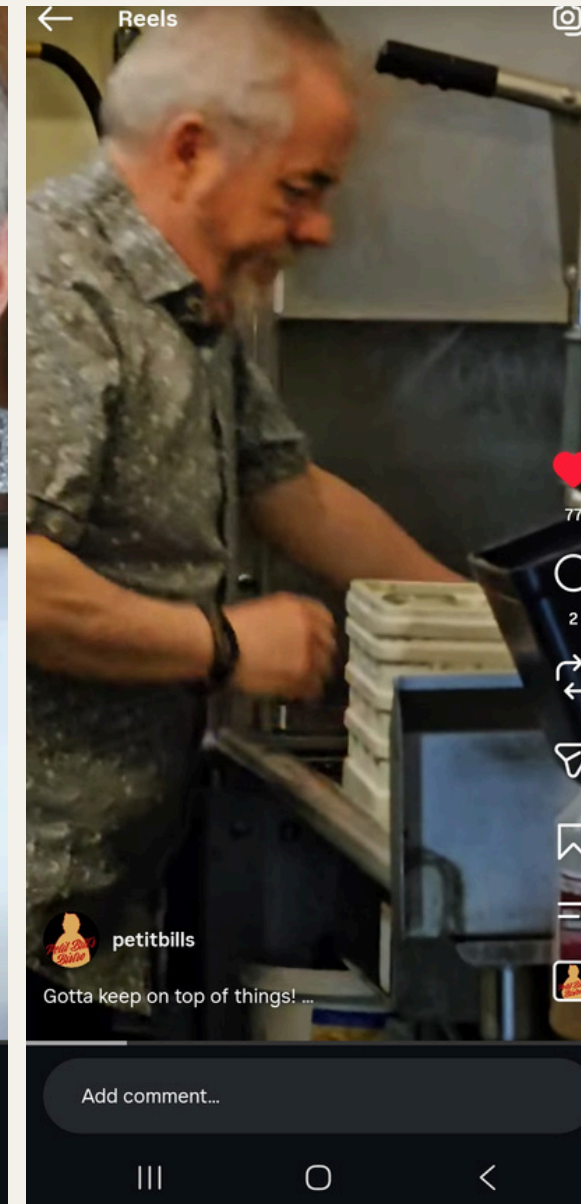
### “Restaurant Vibes” Reel ~ 8 likes

#3 WEEKEND PLANS (ambiance, business like, apparently *not* so entertaining!)



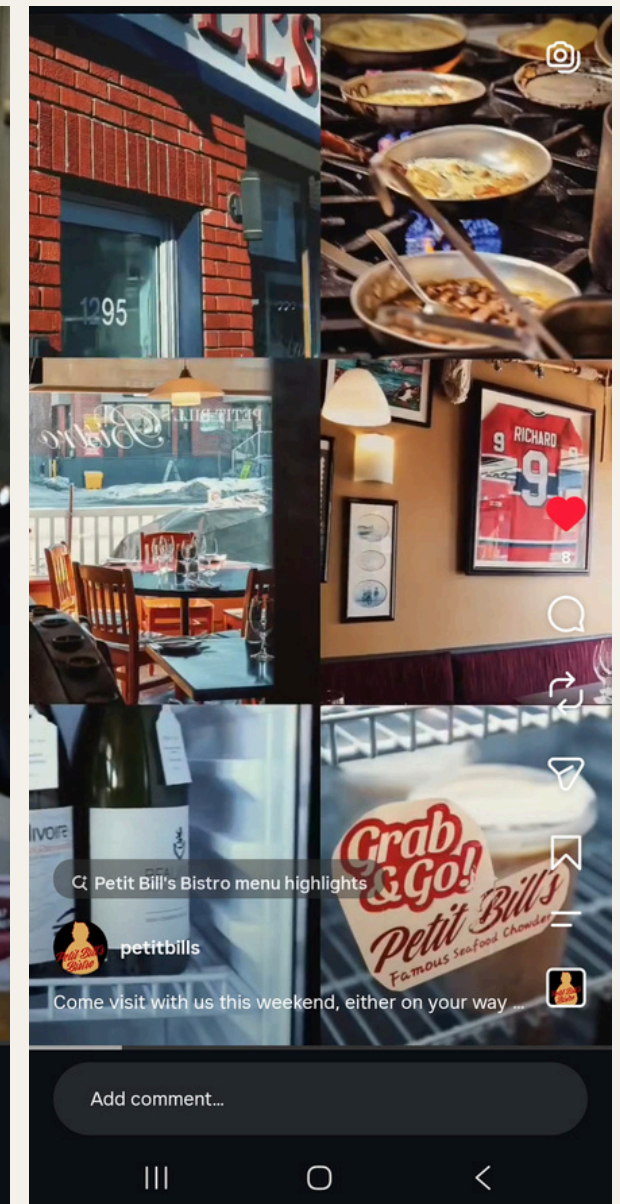
- 1 video
- 1 prop (*photo of parents*)
- 1 “Mom” memory
- Simple transitions
- Soft background audio

Do this!



- 1 video (*taken surreptitiously*)
- Simple transitions
- Quirky background audio

Do this!



- 7 videos
- 11 photos
- Many timed transitions
- Punchy, energetic audio

You don’t need to do this!



# Getting Your Business Discovered On Social Media

> in conclusion

---

- > Social media platforms have become a search engine.
- > Shift from "What do I want to post?" to "*What would my audience find valuable?*"
- > Community engagement and consistency increases visibility.
- > Your “day to day” is full of opportunities to capture your own branding visuals.
- > Don’t overthink it! Authentic outperforms perfection 99% of the time on social media.
- > Be consistent with your posting.
- > Practice capturing your own branding visuals using a tripod. Then practice some more!

***Consider the kind of educational and entertaining content you would share with others (friends, family, and/or colleagues), online or in person, when creating your own content for your business.***



# THANK YOU...

---

for attending CONTENT & COCKTAILS:  
“Getting Your Business Discovered On Social Media”.

Did you enjoy our event?  
**There’s MORE on the way!**

Sign up for our newsletter at [thereelshot.ca](http://thereelshot.ca) and  
stay tuned for our next event on August 18th.

Looking for social media management  
services?

You can find Kat at [Well & Social](http://Well & Social) if you’re looking for more  
information on social media management packages.



Looking for photography and content  
creation services?

You can find Eileen at [thereelshot.ca](http://thereelshot.ca) for more  
information on upcoming workshops, private lessons, and  
photography/content creation packages.

**the reel shot.**

**SPECIAL THANKS TO PETIT BILL'S BISTRO**

A French Bistro With a Newfoundland Accent

~ in the HEART of Wellington West







**See you at  
our next  
event on  
Tuesday,  
August  
18th!**