![Save Nebraska Local logo]

SAVE NEBRASKA LOCAL
Bringing Local Businesses and Consumers Together

Nolan- Facebook/Instagram
Ashley- HR/Leadership
Justin- Systems/Technology

savelocalapp.com

savenebraskalocal.com

ALL THINGS SOCIAL MEDIA

with Ashley & Special Co-Host Shalee Bayne

Special thanks to Shalee Bayne

Save Nebraska Local's Preferred Member for Social Media Marketing.

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Interested in co-hosting a Mastermind for Save Nebraska Local?

We are currently offering this to our preferred members and those on the SaveLocal App.

Speak to Ashley if you are interested!!

TEXT/CALL 402-780-8813

Save Nebraska Local

LIKE OUR FACEBOOK PAGE TO STAY UP TO DATE ON EVENTS

Save Lincoln Local 📍 ›

🔒 Private group · **22.8K** members

JOIN OUR GROUP FOR RECOMMENDATIONS!

FOLLOW US

Upcoming FREE Events:

When: March 27 at 6PM
Where: Piedmont Harbor Coffee
Networking & Coffee

When: April 10 at 1:30PM
Where: Rosie's South
Mastermind: Stop Swiping Away Your Profits with co-host Lynette

When: April 24 at 6PM
Where: Piedmont Harbor Coffee
Networking & Coffee

HAVE A HOT TOPIC YOU WANT US TO DISCUSS? LET ASHLEY KNOW

Why Facebook Pages Don't Work (Unless You're Running Ads)

📉 The Reality of Facebook Pages
- Facebook pages do not show up in the newsfeed organically.
- Organic reach for pages is less than 5%, meaning your posts barely reach your followers.
- Facebook prioritizes personal profiles, groups, and paid ads.

🚀 What to Do Instead
✅ Use your personal profile to build relationships & drive engagement.
✅ Create & engage in Facebook groups where organic reach is higher.
✅ If using a page, run targeted paid ads to maximize visibility. (Nolan can help with paid FB ads!)

Content Pillars – What Type of Content to Post & Where

📌 Content Pillars Are Key to Balanced Growth
Content should attract new followers and nurture existing ones. Here's how:

🔥 Reels = More Reach (Attract New Followers)
✔ Promotional content – Highlight offers & sales in Reels.
✔ Relatable content – Funny, emotional, or real-life moments to bring in non-followers.

💡 Static & Carousel Posts = More Engagement (Nurture Current Followers)
✔ Educational content – Teach, provide tips, or give value.
✔ Inspirational content – Quotes, personal wins, and behind-the-scenes.
✔ Testimonials – Build trust and social proof.

➡ Strategy: Reels bring them in, static & carousel content keeps them engaged & build rapport.

Why YouTube is a Non-Negotiable for Business Growth

🔍 Unlike Social Media, YouTube is an SEO-Based Platform
- Facebook, Instagram, and TikTok = Algorithm-based (short-term visibility).
- YouTube = Search-based (evergreen content that ranks for months/years).

📈 Why YouTube is Powerful
✅ Your videos can show up on Google searches—driving traffic long after posting.
✅ YouTube Shorts boost your visibility and help your long-form videos get more views.
✅ Monetization potential – You can get paid directly for your content.

🔥 How to Use It
✔ Post evergreen, searchable content (tutorials, FAQs, how-to guides).
✔ Optimize with SEO-friendly titles, descriptions, and tags.
✔ Repurpose short-form videos into YouTube Shorts to increase visibility.

➡ Unlike IG & TikTok, YouTube works FOR YOU long-term.

SaveLocal App offers a social media scheduling tool that allows businesses to manage and automate their social media posts across multiple platforms. Here's a breakdown of its key capabilities:

Platforms Supported
- Facebook (Pages & Groups)
- Instagram (Posts & Reels)
- LinkedIn (Profiles & Pages)
- Google My Business (GMB) posts
- Twitter/X (Limited functionality)

Scheduling Features
- Bulk Scheduling – Upload multiple posts at once for future publishing.
- Content Calendar – A visual calendar to plan and organize posts.
- Recurring Posts – Schedule posts to repeat at set intervals.
- Time Slot Optimization – Choose the best times for engagement.
- AI-Assisted Content – AI can generate captions or suggest content based on keywords.

SaveLocal App Social Media continued

Post Customization
   • Image & Video Uploads – Directly upload images and videos.
   • Hashtag Suggestions – Get recommendations for the best hashtags.
   • Post Previews – See how your post will appear before publishing.
   • First Comment Feature – Add a first comment automatically (great for Instagram).

Engagement & Analytics
   • Engagement Tracking – Monitor likes, comments, and shares.
   • Performance Analytics – Get reports on how posts perform over time.
   • Auto-Responses – Some automation options for replying to comments or messages.

SaveLocal App Social Media continued…
Integration with Workflows
- Connect social media posts to automation sequences.
- Use triggers to post updates after specific events (e.g., new lead, appointment booked).

Collaboration Tools
- Multi-user access with role-based permissions.
- Approval workflows for teams managing multiple brands.

If you're already using SaveLocal App for CRM, automation, and funnels, the social media tool integrates seamlessly, making it a strong all-in-one solution.

📌 The Ultimate Instagram Bio Formula

📌 1. Name Section (SEO & Discoverability)
✔ Your name field is searchable—this is how people find you in Instagram search.
✔ Use keywords instead of just your name.
✔ Example: Instead of just "Shalee Bayne", you've optimized it as "Shalee Bayne | Social Media Growth & Viral Content Expert"
✔ This instantly tells people who you are and what you specialize in.

🔥 2. Authority & Proof (What Makes You Credible?)
✔ Build trust by showcasing what you've accomplished.
✔ Example: "🚀 Built $1M brand @vibrant.healing.mom – teaching YOU how to grow & earn on social."
✔ This establishes expertise and gives people a reason to follow you.

📍 3. Call-to-Action (What's the Next Step?)
✔ Tell them exactly what to do next
✔ Example: "📩 100+ use my FREE Social Media Success Map! Get it here! ⬇️"
✔ This drives action without confusion and promotes your freebie.

🔗 4. Link Optimization (Drive Traffic Where You Want It!)
✔ You direct traffic to your website: www.shaleebayne.com
✔ Make sure this link goes to your sales page, lead magnet, or offers.

Save Nebraska Local 📍 Business Growth

74 posts   **217** followers   **220** following

Connecting Nebraska businesses with tools, automation, and community 💼
💻 Streamline & grow with Save Local software
🌟 Join Our Free Directory Below
🔗 savenebraskalocal.com and 1 more

## Shalee Bayne | Social Media Growth & Viral Content Expert

73 posts   **1,326** followers   **2,055** following

🚀 Built $1M brand @vibrant.healing.mom -teaching YOU how to grow & earn on social.
📣 100+ use my FREE Social Media Success Map!
⬇️ Get it here!
🔗 www.shaleebayne.com

Shalee 🌱 | Holistic Detox & Wellness Expert

2,239 posts   **76.5K** followers   **2,375** following

Health & wellness website
⚡ Say goodbye to stress, odor & burnout—naturally.
💧 Magnesium Dew & Magic Mineral Salt
📷 Featured in @nytimes @womenshealthmag
👇 Grab yours now!
🔗 www.vibranthealingmom.com and 1 more

ⓣ vibrant.healing.mom   🗨 Promos & Sales
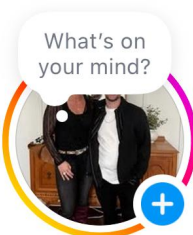
Ashley Tobias | Wellness, Confidence & Success

13 posts   **289** followers   **174** following

Helping women 30+ elevate health, confidence & success
Wellness, mindset & lifestyle hacks
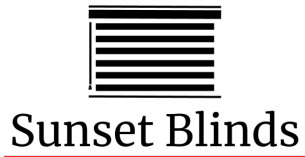Fashion, beauty & holistic living
💥 Get discounts & perks 👇
🔗 tsquaremom.com

Some of the Local Businesses on the SaveLocal app

And a few more…. But you get the point. This software works for everyone!

Save Local App Purpose:

To help small businesses reach their potential and compete with large corporations with a customized business in a box.

SAVE LOCAL

Learn more here

SAVELOCALAPP.COM

TIER 1

Features:

- Save Nebraska Local University
- Facebook Ads Training
- Google Profile Optimization Training
- SEO Training
- Blog Training
- Text Campaign Training
- Google Optimization Training

  CRM that includes:
- Web Chat Widget
- Missed Call Text Back
- Call Tracking & Call Recording
- Website Builder
- Invoicing Software

  AND:
- FREE SET UP AND ONBOARDING
- 14 Day FREE Trial

TIER 2

Features:

- **Everything in Software & University - Anti Agency +**
- Review Automations
- IVR Phone Tree
- 3 Click Facebook Ads on Our Platform
- 3 Custom Automations
- Automatic SMS Review Requests
- SMS Appointment Reminders
- 3 Custom Forms or Surveys Build Out (Includes integrating with current website(s)
- 90 minute initial consultation for Digital Advertising (Facebook Ads)
- 90 minute initial consultation for SEO
- 90 minute initial consultation for Hiring

or Get A Live Demo

TIER 3

Features:

- **Everything in Automate Your Business - Save Time & Get More Customers +**
- AI Appointment Setting Secretary
- AI Frequently Asked Questions Secretary
- AI Workflows
- AI Review Responses
- 10 Custom Automations and Workflows
- Front of the Line Customer Service

SAVELOCAL SPECIAL

TRY VOICE AI FOR 30 DAYS, ONLY $97

SAVELOCALAPP.COM