

### 1. Learn social media basics

- Educate yourself on the basics of social media marketing and popular platforms like TikTok, Instagram, Facebook, and Twitter.

### 2. Create dealership accounts

- Create social media accounts for your dealership on the platforms that align with your target audience.

### 3. Assign a social media manager

- Identify a team member who is passionate about social media and willing to take on the role of creating and managing content.

### 4. Invest in essential equipment

- Invest in a smartphone with a good camera and a few basic editing tools, such as Adobe Premiere Rush or CapCut.

### 5. Brainstorm video ideas

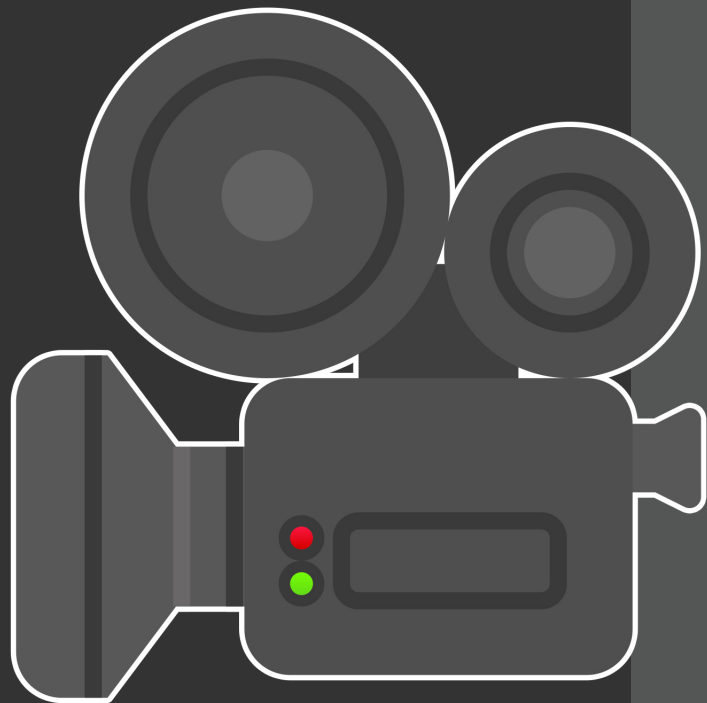
- Start brainstorming ideas for your first few videos, focusing on simple, engaging topics that showcase your service department's expertise and personality.

### 7. Create a content calendar

- Create a content calendar to plan out your videos for the next month, aiming to post at least one video per week to start.

### 8. Include key video components

When creating your videos, keep in mind the three key components: a strong hook, an engaging body, and a clear call-to-action (CTA).



## 9. Experiment with video formats

- Experiment with different video formats, such as how-to tutorials, before-and-after comparisons, and Q&A sessions, to find what resonates best with your audience.

## 10. Share and optimize videos

- Share your videos on your dealership's social media channels, making sure to optimize your titles, descriptions, and hashtags for maximum visibility.

## 11. Engage with your audience

- Engage with your audience by responding to comments and messages in a timely and professional manner.

## 12. Collaborate with other departments

- Collaborate with other departments in your dealership, such as sales or parts, to create a diverse range of content that showcases your dealership's full range of services.

## 13. Analyze video performance

- Use social media analytics tools to track your videos' performance and identify what's resonating with your audience.

## 14. Stay up-to-date with trends

- Stay up-to-date with the latest social media trends and best practices by following industry blogs, influencers, and thought leaders in the automotive and marketing spaces.

## 15. Continuously educate yourself

- Continuously educate yourself on social media best practices and trends by attending webinars, reading industry blogs, and networking with other dealerships and marketers.

Here are two recommendations for apps to help you start creating short-form video content today!

Adobe Premiere Rush - <https://www.adobe.com/products/premiere-rush.html>

CapCut - <https://www.capcut.com/>

Here are some of the creators that we're following on Instagram.

[@caminorealchevy](#) - Jess, Sophie, and Anna make great use of popular audio and stitched videos

[@yourfavoriteeurotech](#) - Bowie makes some really wholesome behind the scenes content from a female technician perspective.

[@yourfavesubieadvisor](#) - She has some very funny videos from a service advisor perspective.

[@hondatech371](#) - Adrian, a master Honda tech, has some awesome educational and behind the scenes content.

[@accurateautoco](#) - They're a dreaded ISP, but they still make great content in a variety of formats.

[@elitevoice\\_](#) - EV only makes funny content...very funny content.

[@flyingwrenchesauto](#) - He seems like a very educated Ford tech that provides extremely educational videos.

[@roshieauto](#) - Another ISP, but they make funny videos in a variety of formats.

[@willowbrookchrysler](#) - Willowbrook Chrysler publishes content in a variety of formats, but they are really successful with their offers, community involvement, and funny content.

[@acura\\_\\_mechanic](#) - Johnny is a master tech for Honda and Acura and makes awesome educational, behind the scenes, and funny videos.

[@lifewithkey\\_](#) - Keshawn is a Lexus salesman, but his video formats are perfect. A great hook, engaging story, and a perfect CTA.

[@cstaria](#) - Gigi is Hyundai saleswoman and she makes great use of the stitched video concept.

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Visit [www.m5ms.com](http://www.m5ms.com) and fill out our Free Consultation form. One of our experienced consultants will be in touch to assist you with all your Fixed Ops needs.

Let us help you tackle your challenges and get back on track.