

Business Benefits of social media

- Nearly 40% of small businesses do not use social media
- Benefits include
 - Growing your brand awareness
 - Gets your brand in front of people more quickly and easier
 - Increasing your website traffic – make sure you provide links
 - Promoting your products and services
- 90% of people say they buy from brands they follow on social media
- Cost Effective
- Keep customers updated with news and announcements

Social Media Tips:

1 – Share great images.

2 – Be authentic. Add some behind the scenes posts. Use captions that show a sense of humor, etc.

- Focus on content that naturally creates conversation
 - Give shout-outs to other companies you network with
 - Solicit feedback about your products
 - Ask open ended questions

3- Try posting carousels on IG – they have the highest engagement ratings for photo postings

4- Post videos – video receive about 38% more engagement than images

5- Find your sweet spot for how often and when to post. Analysis shows posting 1X per day on average is the best.

6- Use contests, polls, questions and quizzes to break the routine of every day picture posting

7- Engage when people comment and interact on your social media

8- Consider creating your weekly posts in advance and scheduling their release dates/times

9- Be sure to join the conversations as your business page when possible (other business pages). The more you interact as your business page – the more facebook will promote your posts!

10- Take the time to use the free online resources. All of the social media platforms have free training and information on how best to use them.

Schedule time daily/weekly