

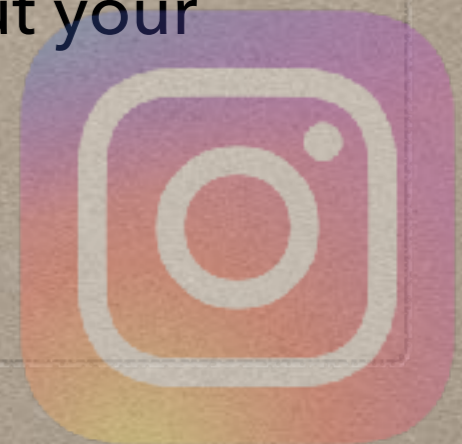
SOCIAL MEDIA GUIDE

5 TIPS TO GET YOU STARTED



TIP 1: KNOW YOUR PLATFORMS

- Make sure you understand the platforms so you know which one will suit your business the best
- E.g
- Facebook is very important as it still holds the highest monthly users, reaching over 2 billion people worldwide and suits almost all businesses/services/products/ causes etc
- LinkedIn has a deep focus on the business world. This is where you meet people within your industry and share information about your employees or new developments in your business.



TIP 2: INVEST IN A PROGRAM TO SCHEDULE YOUR CONTENT

- Hootsuite
- Onlypult
- Sprout
- Many more - each have their areas of focus and purpose
- Do your research and see which program will work best for you and your business



TIP 3: SPEND TIME ON YOUR PROFILE

- Social platforms are seen more and interacted with better when there is time and effort put into your bio, your story, your profile pictures. This is not a waste of time.
 - It can be simple but affective.

*Mike Davidson went the witty way
and it is very effective*



TIP 4: USE THE ANALYTICS

- Facebook, Twitter, Instagram, LinkedIn and Google have incredible analytics on offer. **USE THEM.** You can see who your audience is, target them specifically and not waste money. See where your pages are doing well and where you need work



TIP 5: UTILISE TAGS AND HASHTAGS

- This is crucial! Learn who your best pages to interact with are, tag them and interact with them. Start a conversation
- Get the best hashtags for your industry/ business and use them appropriately for each platform