

# 15 TIPS FOR SOCIAL MEDIA

01

Videos help to sell a product, showing things in action.

02

Consumers use Facebook messenger for customer service vs. calling.

03

Social media makes your brand seem modern.

04

The more you post, the better chance you have at positioning yourself as a thought leader.

05

Social media allows followers to keep you in mind for when they are ready to decide.

06

Focus on quality content over quantity. Bad content is worse than no content.

07

Focus on the 80/20 content rule: 80% should be repurposed & 20% should be original.

08

Plan content 15-30 days in advance.

09

Sharing content helps to build your brand awareness through association.

10

Positive content works better than negative content.

11

Be concise with posts. Don't ramble.

12

Always listen and respond. Even to negative comments!

13

Include keywords in your posts.

14

Always use hashtags! At least 5-11 in each post.

15

Hang out in groups or forums, answering questions.