

FIVE TIPS

to handle your social media



POST DIRECTLY

Facebook is a great way to showcase your business, collect reviews, and interact with your ideal client.

You can schedule posts directly on facebook, by writing and clicking "schedule" opposed to clicking "publish".



TARGET

Not sure what to post? Think about your ideal client. What would he or she want to know about your business?

Try writing down all of the resources and ideas you want to share with your clients. Then create a marketing plan to convey your message.



SCHEDULE

Looking to schedule more posts, like twitter and linkedin? Using a program like Hootsuite allows you to schedule multiple posts across multiple social platforms, and have them publish automatically.

Hootsuite can even be used for Instagram, but this involves a little more of a two-step process.



PERSONALIZE

We have seen the strongest interaction from our clients and potential clients when we get a little personal.

Share some behind-the-scenes shots, or group photos of your team participating in volunteer work. Your clients want to work with you, so make sure to show them who you are.

INTERACT

Set up your notifications either through email or on your mobile phone, so you know when someone responds to something you posted. Try and interact with your clients on social media at least once a day, either by liking their posts, retweeting their tweets, or showing some love on their instagram.