

SOCIAL MEDIA 101 FOR YOUR BUSINESS



Facebook - when posting, think more about quality vs. quantity. A few meaningful posts throughout the week will go a long way.



Twitter - when tweeting, think more about quantity vs. quality. You have a limited number of characters so short, sweet business tidbits get the point across and don't forget to #HASHTAG!



Instagram - when posting, get creative with photos and videos of your products/testimonies, but don't fill up your profile with just business. Sprinkle in some personal or artsy photos. (Also, #HASHTAG)

A Post A Day, Keeps the Leads Coming Your Way!

Schedule your time - the best times for Facebook are when you wake up, lunch time OR right after work (not all three).

Mix up your content! Alex Theis says to keep a 90/10 ratio. 90% of your posts should be personal, inspirational, funny, etc; the other 10% should be promoting your business or product.

Post More Pictures!! Just think about when your scrolling through- what are you more likely to actually, really look at? Photos and Videos.

Be Positive! When using social media for business, you might want to leave off the super controversial or political posts- this could detour business just for not sharing viewpoints.

ENGAGE. ENGAGE. ENGAGE

If you do nothing else on Social Media - ENGAGE with your team members, friends, etc.

- When you're tagged - "like" & comment
- Comment on & Share team success
- Boost Team Spirit
- Answer Questions
- Keep the Conversation With the Post
- Keep It Positive

FOLLOW ME AND DO WHAT I DO! I give you permission to follow me and copy my company posts. Give me a like and comment and then use the social media goodies for your own page.

MY TIPS

USE YOUR PERSONAL PAGE!

TELL STORIES WITH PHOTOS-

HAVE A PROFESSIONAL PROFILE PICTURE-

CLEAN UP YOUR PAGES + KEEP IT POSITIVE.

USE YOUR COVER PHOTO AS YOUR BILLBOARD.

ASK QUESTIONS.



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