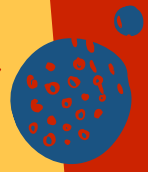


How to Build a Social Media Presence



1) Identify Your Audience

- Understand your audience's age, location, occupation, interests, etc.
- This information will dictate which platforms you use and what content you post

2) Select a Platform

- Platforms serve different purposes.
- Instagram is highly visual and has a younger audience (12-29 years), best for static images and short videos
- Facebook is better suited for longer, wordier posts and attracts users from all age groups (18-64 years)

3) Diversify Your Content

- Tell the story of your business through the content you post
- Feature "behind the scenes" content, customers and employees, and of course, your product or service!
- This will allow customers to be apart of your story

4) Stay Organized

- Create a schedule for your posts to make sure you do not post too often or go too long without posting
- Utilize free apps such as Airtable and Hootsuite to easily collaborate with colleagues and schedule posts