
How to
**Maximize Your
Social Media**



Social Media is a *Free* Marketing Tool

Social media is the perfect platform to communicate your passion and to tell stories in a way that will resonate with your audience.

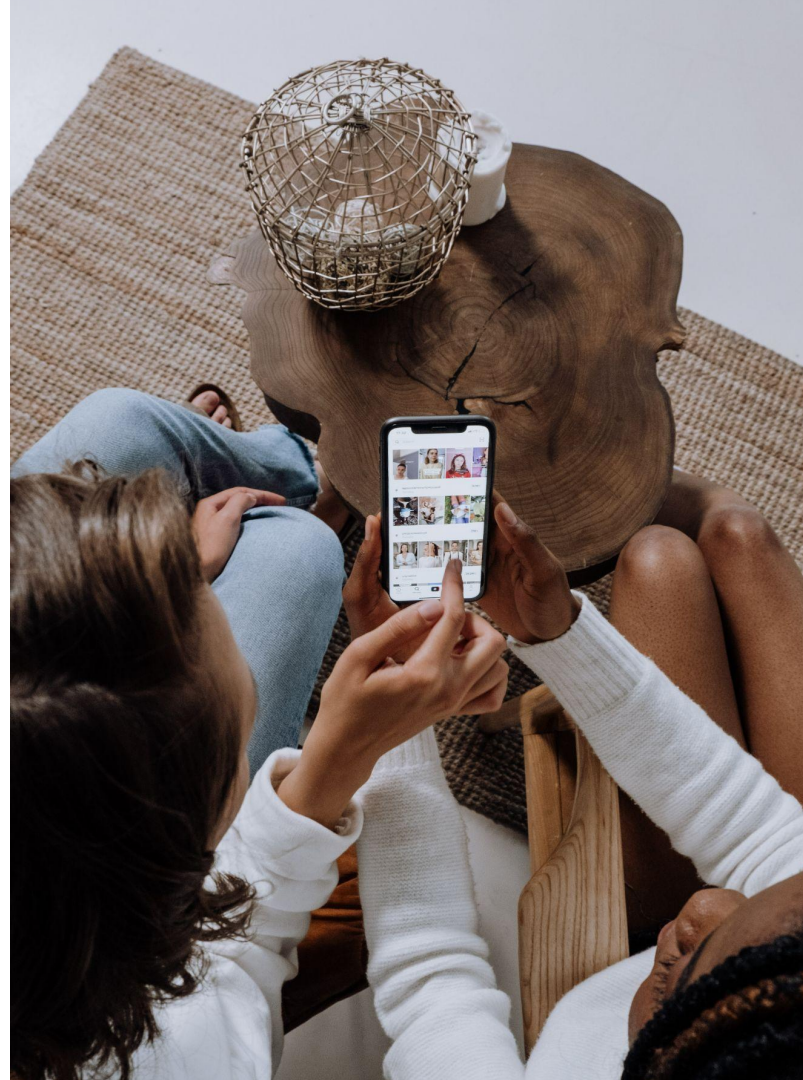
Not having an active social media presence in this age is off-putting to those visiting your page - it may appear to unknowing visitors that your business is closed.

Your posts should:

1. Educate 2. Entertain 3. Inform

If your business comes out with a new program and you plan to promote the launch on social media, congrats!

That's social media marketing.





Tip 1:

Posting Consistent Content is Key

Not only should your content be meaningful, but it also needs to be uploaded on a consistent basis.

Plan content ahead of time as much as possible, incorporating posts around holidays, events, promotions, and announcements.

Remember: Quality over quantity! Don't post just to post. Ensure your posts are adding value (Do they inform? Do they educate? Do they entertain?)

Stay active.

Tip 2:

Imagery should...

Be clear (not blurry).

Be relevant (i.e. the season, holidays, etc.)

Try to highlight people over products or graphics.
Images with people attract attention *and* receive higher engagement (likes, comments, shares).





Tip 3: What to Remember When Posting

Tag people in the posts (if applicable). When other people/businesses/organizations are tagged, it also shares your content to *their* audience = more exposure.

Use relevant hashtags on social media:
#OhioFindItHere #VisitFairfieldCounty #YourBusinessName

Add a **Call To Action** when you can!

- “Sign up for our newsletter here: *[link to sign-up form]*”
- “Check out this exhibit here: *[link to website]*”
- “Tell us your favorite exhibit in the comments below”

Tip 4:

Engage, engage, engage.

Social media is used to establish, grow and maintain relationships online.

Follow *other* local businesses and community members and engage with them.

Likes are okay but comments are better!

Respond to comments and shares on/of your posts! **Social media posts with more active and thoughtful interactions will get more reach, and in return, will give your organization more exposure on that platform.**





Tip 5:

Common Pitfalls to Avoid

There are some actions that can affect the algorithm and where your posts rank in people's feeds.

- Deleting posts
- Turning off comments
 - It is called "*social media*"
 - It is better to target specific ones
 - Eliminates the ability to "tag" others
 - Posts with more comments are rewarded
- Becoming an "Event Planner"
 - Do not simply post about your upcoming events only

Do:

- *Do* use compelling imagery
- *Do* mix-up caption length - short & sweet vs. more formal
- *Do* add a CTA when you can
- *Do* mix-up posting times to help determine when your audience is most active
- *Do* eventually try video (Facebook/Instagram Reels) as well as Stories or Live videos

Don't:

- *Don't* go hashtag or emoji crazy!
- *Don't* post with grammatical or spelling mistakes
- *Don't* ignore comments, questions, etc.
- *Don't* post just to post
- *Don't* be afraid to have fun with it!

More Tips:

- **Instagram**

- [How to set up Instagram profile](#)
- [Tutorial](#) (in-feed post)
- [Tutorial](#) (stories)
- [Tutorial](#) (reels)
- [How to share someone's post to your story](#)

- **Facebook**

- [How-to set up Facebook account](#)
- [Tutorial](#) (posting content)
- [Tutorial](#) (stories)
- [How to save a story to highlights](#)