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SPRING CLEAN SOCIAL MEDIA PROFILES



SOCIAL MEDIA TIPS By Theresa Mintzer

Spring is here! It's time to clean up your social media and keep it up to date. Make a good first impression

for potential customers.

- **Branding** — Your branding should be consistent across all social platforms. Visitors should immediately recognize your brand colors and logo.

- **Information** — Your information should be complete and accurate. Check your listed hours and contact information, including any relevant seasonal information.

- **Content** — Posting regularly will help you stay in your followers' feeds. Take some time to plan your content over the next month or more. Most platforms allow you to schedule your content directly or you can find a scheduler. Create content that is engaging, educational, and informative. If you need a little help, try ChatGPT for some new ideas.

- **Images and Video** — You want to have images that make them stop to take a second look when they are scrolling through their feed. Additionally, try to post short and long form videos. This helps with the all-important algorithm.

- **Engagement** — Are you engaging with you customers? If someone comments on a post, tags you, or shares a post you should acknowledge it. Engagement is important for the algorithm to help your reach. If someone takes the time and effort to make a comment it is important to acknowledge them.

- **Messenger** — Remember to respond to messages quickly. You can also set up greetings and automated responses. Check out ManyChat to help you engage with people.

Social media is one of the first places many people turn to when they want to learn about new products and services. Make a great first impression by creating a consistent presence.

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