

# Make Your Facebook Page Stand Out



## SOCIAL MEDIA TIPS

By Theresa Mintzer

Facebook is one place that customers can find and interact with you.

It is important to make a good impression. Here are some tips to help.

**Branding** — Your branding should be consistent across all social platforms. When someone looks at your page, they should see your colors and logo.

**Information** — Make sure all your information is complete and accurate. People should be able to easily figure out what services or products you offer. Make sure your hours and contact information are current.

**Content** — Posting regularly will help you stay in people's feeds. Take some time to plan your content over the next month or more. You can schedule your content directly on Facebook, through Facebook Creator Studio, or you can find a scheduler. Some schedulers will allow you to create a library so that you can recycle

your content. Create content that is engaging, educational, and informative. You don't want to be selling all the time. You want to educate the consumer on the importance of your services. It's okay to post fun information too!

**Images and Video** — You want to have images that make them stop and take a second look when they are scrolling through their feed. Try to post videos as well. 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 Facebook algorithm to help your reach. Also, if someone takes the time and effort make a comment, you should acknowledge them.

When done right, Facebook is a great way to interact with your customer.

For further information, please contact Theresa Mintzer at 484.686.2995; email: bytheresamarie@outlook.com; and visit: MintzerSolutions.com.

## CORE ELEMENTS

New flooring for your business or workspace is easy as 1-2-3!

**STEP 1** SELECT YOUR SPACE  
Identify your business segment and view sample boards featuring high-performance flooring products, specially selected to satisfy your unique needs.

**STEP 2** CHOOSE YOUR COLOR STORY  
Professionally-designed, mix and match color schemes suit your space, your style and one another!

**STEP 3** PICK YOUR PRODUCTS  
We extend the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!

Core Elements: Quite possibly the easiest business decision you'll make today!



FLOORING SOLUTIONS MADE SIMPLE



CHES-MONT CARPET ONE FLOOR & HOME

Route 724, Parker Ford, PA 19457

5 minutes from the Limerick exit of Route 422

610-495-6211

www.chesmontcarpetone.com

LIC# PA0081672

# THE PCTV NETWORK

*Your Hometown Station...  
We're Home For You!*

**NOW OFFERING:**

- Streaming on Three Channels. 24/7
- Unbeatable Pricing for Commercial Productions and Airtime
- Webisode Productions
- Internet Placement
- Live Remote Broadcasts at The Location of Your Choice
- Local Sports Advertising Packages



**ThePCTVNetwork.com**  
ThePCTVNetwork@gmail.com • 610.327.1866