

AUDIT YOUR FACEBOOK PAGE THIS SPRING



SOCIAL MEDIA TIPS

By Theresa Mintzer

Facebook is one place that customers can find you. Make a good impression by keeping your page fresh and up to date.

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

• **Information** — All your information should be complete and accurate. Make sure your hours and contact information are current. Include any relevant seasonal information as well.

• **Content** — Posting regularly will help you stay in peoples' 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. Create content that is engaging, educational, and informative. You want to educate the consumer on the importance of your services.

Posting fun information can better engage the readers!

• **Images and Video** — You want to have images that make them stop to 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. In addition, if someone takes the time and effort to make a comment, you should acknowledge them.

• **Messenger** — Remember to respond to messages quickly. You can also set up a greeting and automated responses.

When done right, Facebook is a great way interact with your customer. The last few years have taught us is that customers need to find your business on the internet.

For additional information, call 484.686.2995; email: Theresa@MintzerSolutions.com; and visit: MintzerSolutions.com.



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MEDICARE EDUCATION SERVICES

Know Your Choices

LOOKING FOR GUIDANCE WITH MEDICARE?
We Help People Choose the Right Medicare Plan.

Talk With Us for A No-Obligation, No-Hassle Consultation.



David Morrison

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- ✓ When people become eligible for Medicare, they are often confused about what coverages they are eligible for, and what their options are.
- ✓ Our mission is to educate you on how Medicare works for you and identify plans that work with Medicare to ensure you have a robust retirement benefit plan that you can rely on.
- ✓ Whether it is a Medicare Advantage Plan, a Medicare Supplement Plan and/or a Prescription Drug Plan, at Medicare Education Services, we want you to Know Your Choices.



MEDICARE ENROLLMENT

If you're turning 65 soon, it's time to think about what Medicare plan is right for you.

If you are already enrolled but would like to review your options, we can help with that too!

MEDICARE ADVANTAGE

When you want a little extra coverage - like dental, vision, and hearing care - a Medicare Advantage plan might be right for you.

Contact Us to find out if it would be to your advantage to have a Medicare Advantage plan!

MEDICARE SUPPLIMENTS

Original Medicare pays for many healthcare services, but they do not cover everything.

A Medicare Supplement (AKA "Medigap") plan can help to cover the things that original Medicare does not.

MEDICARE PART D

Even if you don't currently take prescription drugs, it is our recommendation that everyone enroll in a plan.

Like Part B, a PDP comes with a late enrollment penalty, which you would be required to pay for the rest of your life.

Contact us today to schedule a FREE, No-Obligation Consultation!

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