

# SOCIAL MEDIA SHOULD BE SOCIAL



## SOCIAL MEDIA TIPS

By Theresa Mintzer

Ok. So, you've spent all this time setting up Facebook, Instagram, or whatever platform you're on. You have all the relevant information about your business on your page. Now what?

You need to think about what message you want to convey and how you go about it. Yes, you want to let people what your business, but no one wants to be sold to all the time. If all you are doing is trying to sell, you're probably not seeing a lot of engagement on your social media. You want to give them the answer to "why" they should be doing business with you.

A great way to draw people in is to entertain them. What can you teach them about your products that will entertain too? Video is a great way to do this. Things like how-to videos and funny pictures of your products being used in real life are great places to start.

Another way to engage people is to ask

questions. See if they have any questions about what you offer. You might want to also ask some silly questions just to get people talking like, are you a cat or dog person? Most people have an opinion and they'll let you know about it.

The most important thing you can do is create a relationship with the people on your page. It's like a conversation so make sure you respond to comments and thank people for sharing your information. Have fun and remember social media is just a tool that you use to connect with people.

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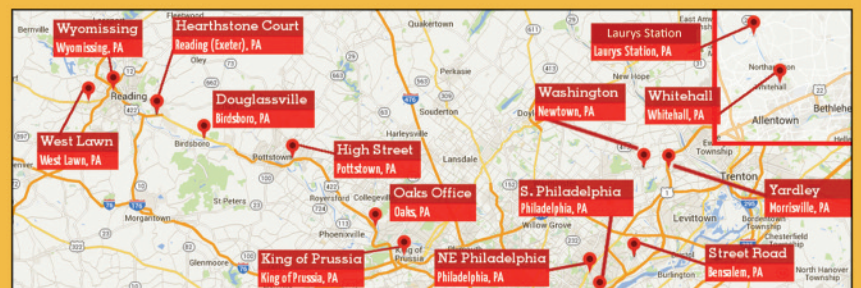
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