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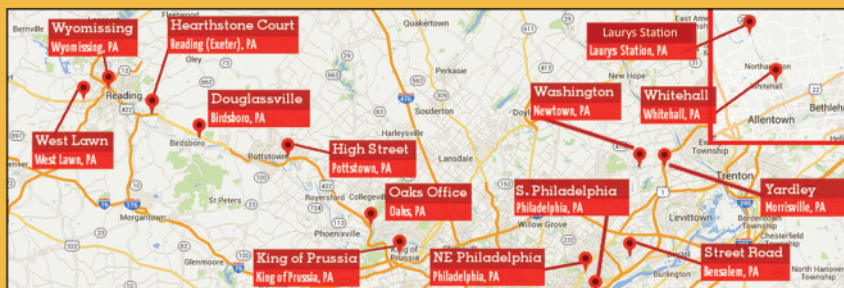
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SCHEDULING YOUR SOCIAL MEDIA



SOCIAL MEDIA TIPS

By Theresa Mintzer

The best way to create engagement on social media is to be consistent. As a business owner, that can be a tall order. You can make it easier on yourself if you have a process. If you sit down and plan for the next few weeks or months, then you can batch schedule your social media.

The first thing you need to do is create a list of topics that you want to address with your customers that will show them the benefits of your products or services. You want your customers to make comments and share your information. Think about upcoming events, special occasions, and sales that are coming up. How can you highlight them?

Now that you have some ideas, it's time to get creative. Think about graphics, pictures of your products, videos, and stock photos that go with your idea. You might have some already but now you have a list so that you can create them.

Take a calendar and start planning. You will be able to see the holes that you still

need to fill. Start writing the posts, keeping in mind your message and your call to action for each post. You're almost finished.

Time to schedule!! There are many programs that you can use such as Hootsuite, CoSchedule, Planoly, Later, and many more. You'll need to figure out the one that fits your budget and needs. If you aren't sold on one, they typically offer a free trial. You can also schedule on each of the platforms. Facebook has a Creator Studio for businesses that now lets you schedule to Facebook, Instagram, and IGTV for free.

For further information, please contact Theresa Mintzer at 484.624.8341; email: bytheresamarie@outlook.com; and visit: MintzerSolutions.com.

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