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# SPRING CLEAN SOCIAL MEDIA



## SOCIAL MEDIA TIPS

By Theresa Mintzer

Spring is here, it's time to clean up your social media. Make a good impression for customers by keeping your profiles 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. Check your listed hours and contact information, 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. Most platforms allow you to schedule your content directly 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 short and long form 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 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, social media is an excellent 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.

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