Social Media 101

Why use social media?

- It's free
- You'll find more customers
- You'll grow your business

Note: If it's worth doing, it's worth doing well. You should focus on Facebook to start and add Instagram and any others as you feel comfortable.

Twitter tips:

- You must use 140 characters or less per Tweet.
- Links count as 22 characters no matter how long they are. (you can shorten them with sites like bitly)
- Tweets with images get more engagement.
- The average tweet lives for 14 minutes. After that it is unlikely to be seen. You should Tweet often.
- Hashtags: do your research beforehand. It can go terribly wrong. Don't use a ton. Research shows that after 4 or 5, engagement goes down (it looks spammy).

Pinterest tips:

- Use relevant keywords in the description. It's all about keywords. That's how you'll be found.
- Use DIYs, tips, tricks, recipes, and step-by-step tutorials.
- This is a great place to share your blog! If you don't have a blog, start one.
- Vertical images perform best. It's recommended that you use image ratios of about 2:3 and 1.3:5 (with the minimum recommended width being 600 pixels).
- You can edit the main photograph of your board, make it pretty.
- You can rearrange boards. For example, if you have holiday themed board, move them to the bottom of your page when out of season.

Instagram tips:

- Take quality photographs! If it's a bad picture, don't post it!
- Use the right filters to set the mood. Most brands stick to the same filter (ex: rise for every single picture they take).
- Take advantage of the link at the top of your profile. Keep it linked to your website. But if you have a new blog come out, change the link to that and mention it in your posts.
- Use a few periods after your description to push the hashtags to the bottom of the post.
- Use the right hashtags. Don't make them up unless you plan to consistently use it. Do your research of what is related to your business. (#farmersmarket: over 2 million posts, #farmer: almost 800k, #localfood: over 700k.) You can do a search on the top navigation of instagram and when you're posting similar hashtags will pop up.
- Video is powerful. You can now post up to 60 seconds of video.