



# SOCIAL MEDIA

## Best Practices

---

Social media is what you make of it. Follow these guidelines for a professional, effective social networking presence.



### KEEP PROFILES UP-TO-DATE

Make sure your social profiles are not only well-built and thoroughly filled out, but updated with all your company's current information.

.....

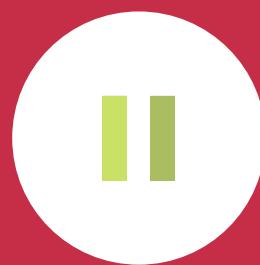
### KNOW THE NETWORKS

Understand the difference between popular social networks so you can utilize them correctly.

.....

### INTERACT WITH OTHERS

Make connections by actively engaging with your followers. Respond to comments and give opportunities for community conversation.



### MAKE IT ALL ABOUT YOU

Vary up what you share, including relevant outside links in addition to your own, so you don't appear vain or self-important.

.....

### MISUSE PLATFORMS

Posting the same type of content across all platforms comes across as mechanical and lazy. Instead, tailor your shares to each individual social media network.

.....

### POST A SALES PITCH

Social is all about nurturing, not aggressively asking for a sale every chance you get. Aim to provide value in your shares rather than being overly promotional.