

SOCIAL MEDIA TIPS AND TRICKS

ASK A QUESTION IN YOUR PHOTO OR VIDEO POST

- Keep it short, simple, and fun. Ask a question that requires more than a "Yes!" or "No!" answer.
- Make sure to add in a photo or video link in the caption.
- Respond to the comments: The more you engage, the more your clients appreciate the interaction and the more your post will be seen by a wider audience.
- Listen to the kinds of responses you are getting online, and use those responses to create new posts. (For example: If people are responding: "We love your product and use it every day!" then you can share in a new post like this: "We heard you! We are so grateful that you love our product and are using it in so many ways! Jane S. from Springfield shared that she uses our product while she is traveling!"

Draft Sample Questions Here:

1.

2.

3.

AS ALWAYS, REMEMBER TO HAVE FUN, BE ENGAGING, BE CONSISTENT, AND BE HELPFUL TO YOUR COMMUNITY.

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ASK A QUESTION WORKSHEET - More room below to brainstorm & dig deep!

- What kinds of questions do people ask about your business?
- What photos do you have to match with these questions?
- Come up with AT LEAST 5 examples to get you started. Turn these into posts.

1.

2.

3.

4.

5.

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