4 Tips for Creating a Social Media Ripple for your Business

Learn to master the social media wave for your company IN JUST 15 MINUTES A DAY!

1 GET STOKED WITH A CLEAR-CUT STRATEGY
- Identify your top priority and focus on it.
- Who do you want to reach? How do they use social media?
- Do you want to drive traffic to your website or store – or both?
- How can community engagement help support these goals?

2 TAKE OFF ON SOCIAL MEDIA CHANNELS
- Facebook is a great place to start for most small businesses, since it’s so widely used.
- Twitter, Instagram and Pinterest are relevant for certain industries.

3 CREATE A SOCIAL MEDIA SURGE
- Share something about your company:
  - Employee news or profiles
  - Upcoming events or an event round-up
  - Thought leadership insights
  - Industry news
  - Customer testimonials
  - News about a new product or service

4 MASTER YOUR WEEKLY WAVELENGTH
- Review your social media metrics
  - What engaged your audience the most?
  - How can you build on these messages?
- How did your efforts impact your business?
- Repeat regularly

DON’T LET YOUR SOCIAL MEDIA STRATEGY BE A WIPE OUT. Get our guide >>

Forget the endless search for the perfect wave. Make waves with social media!

Target your job ads on Facebook, Twitter and Instagram to qualified candidates with Premium Job Ads.