

Social Media Tips



Twitter

Short, snappy messages limited to 280 characters. Great for starting conversations!



Facebook

Can post short and long messages, host events, add your products in to buy direct from Facebook. Users can review your business on here too



Instagram

All about imagery! Can post images and stories (which disappear after 24 hours) - great for videos and things that are happening that day



LinkedIn

Good for corporate businesses and networking online. Excellent for recruitment and B2B businesses

Pinterest

Great for food, shopping and interior inspiration. Similarly to Instagram - all about imagery



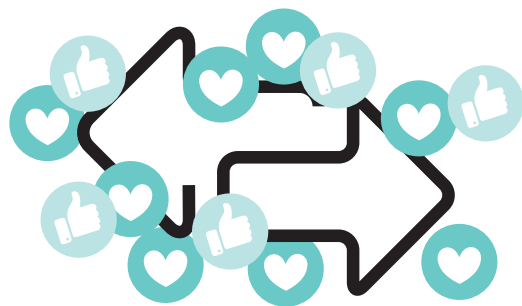
Try to post with an image across all platforms if you can - it's much more eye-catching for your customers

You can follow hashtags on Instagram - see what others are sharing



#Hashtags

Are used mostly on Instagram and Twitter - it's a tag that helps users and your content by searching. Some popular hashtags are: #mondaymotivation #tuesdaythoughts #tuesdaytips #factfriday #followfriday #throwbackthursday



Engage

with your users - follow them back, like their posts See what's trending and join in! Your posts don't have to be all about your business - post about things that happen in your day. Let your following get to know YOU



How often should I post?

Do what is best for your business. Start a few times a week during your opening hours and see how your audience engage - if it's popular, post more! Don't bombard your followers - no more than once a day unless it's a one-off Look at what your competitors are doing - what works for them?

Follow **Our Bury St Edmunds!**

