

# SOCIAL MEDIA 101

## Tips & Tricks

### 1. HAVE A PLAN

Put some thought behind what you're going to post. Plan it out in advance. Have a calendar dedicated to what you'll be posting to social media and when.

### 2. POST CONSISTENTLY

Not only are you more likely to reach people the more often you post, but Social Media platforms have algorithms that favor accounts who use them more frequently. This means that your posts are going to be shown to more people if you are posting more often.

### 3. ENGAGE

Social Media is about relationships- make sure you're taking the time to engage with others. 'Like' posts, tag other accounts and respond to comments.

### 4. FOLLOW TRENDS

Don't be afraid to jump on a trend! Fun challenges, seasonal content and current events references are all great ways to be relatable to your audience and join in on conversations that are already happening.





FLOURISH

## Our Favorite Social Media Resources

### CANVA

Create compelling graphic designs with no prior experience necessary.

### ADOBE LIGHTROOM

Use this app for your photo editing needs, including finding (or creating) your perfect filter.

### PINTEREST

Wait, isn't that just for crafting? No! You can actually find great ideas for business development and social media themes on Pinterest.

### HOOTSUITE

All-in-one social media scheduler. Use this app to set your social media posts to deploy ahead of time.

YOU CAN FIND ALL OF THESE APPS AND MORE  
AVAILABLE FOR FREE ON THE APP STORE. YOU'RE WELCOME :)

