

Social Media for Business Facts

Getting Started

- 1) Decide which social media platform would best fit your customer base.
- 2) Create your profile through your chosen platform(s). Make sure to include all relevant and current information about your business
- 3) Follow the platform's guidelines and begin posting!

Benefits

- Advertising tool
- Platform for customer feedback
- Connects businesses to a broader customer base
- Helps boost sales across a wider area

Tips & Tricks

Your social media pages should be the business name.

Have your business website link on all your social media pages.

Regularly check your page & make sure information is current.

Respond to messages and feedback in a timely manner.

Keep in mind the message you are trying to send to customers.

Double check content before posting to make sure it is.

Include clear and good quality photos.

Consistently post relevant content.

Find creative ways to engage your customers on your page.

Keep correspondence with customers and other professionals.

Popular Types of Social Media Pages for Business



Facebook



Instagram



TikTok



Twitter

For More Information:

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