

SOCIAL MEDIA 101

A simple guide to connecting with your audience on social media.



AT SIGN

The at sign (@) in social media is often used to tag or mention a specific person or business/organization.

Tips

- If you mention/tag a person or business, they will receive a direct notification that you've mentioned/tagged them.



HASHTAG

The number/pound sign (#) in social media is referred to as a hashtag. A hashtag is used to make a word, or combination of words, searchable.

Tips

- The key to a hashtag is removing all spaces and punctuation. If you wanted to add a hashtag to your Monday morning social media post, you could use #HappyMonday, not #Happy Monday or #Monday'sHere.

MENTIONS/TAGGING

Tagging identifies someone else in a post or photo that you share.

A tag notifies a person that you have mentioned them or referred to them in a post or a photo, and provides a link back to their profile.

- Using a hashtag creates a buzz on social media. The more people use a hashtag, it creates a trend for others to view.

- If you hashtag a person or business, they will not receive a direct notification, but remember that anyone can search a hashtag.

FACEBOOK

Increase your exposure, build brand loyalty and connect with your audience on a personal level.

limit hashtags

Although you can use hashtags (#) on Facebook, they're not used as often on this social media platform and may decrease engagement.

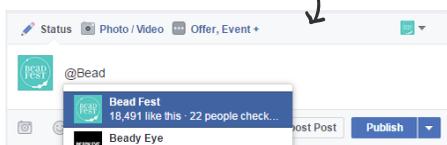
tagging VS mentioning

You can **TAG** people that you're friends with and businesses that you Like in pictures that you post by clicking on the Tag Photo icon.

Click on the picture and begin to type their name and select the name you want when it appears.



You can **MENTION** people that you're Friends with and businesses that you Like in your post by using the @ sign. Begin to type the name or business and select the name you want when it appears.



do you like a status that someone else posted?

You can share status updates from those that you follow, too.

INSTAGRAM

Discover new connections by utilizing relevant hashtags, and curate your images to match your brand's aesthetic.

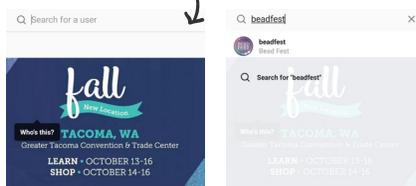
instagram hashtags

Hashtags are most accepted on Instagram. Actually, 11 or more hashtags per post get the most engagement.

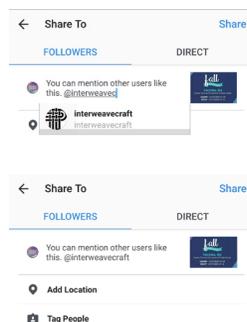


tagging VS mentioning

You can **TAG** anyone in pictures you post. Select "Tag People", tap the photo, search for a user, and tap the ✓ when you're done.



You can **MENTION** anyone in your post by using the @ sign. Begin to type the name or business and select the name you want when it appears.



TWITTER

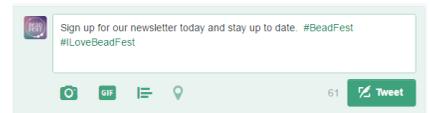
The perfect place to announce exciting happenings and share news about your brand.

140

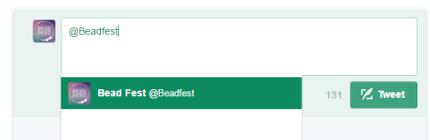
Twitter has a maximum character amount (140) to keep your tweet direct and to the point.

twitter hashtags

Hashtags are highly used on Twitter, but keep it to a minimum - 2 work best.



You can **MENTION** anyone in your post by using the @ sign. Begin to type the name or business and select the name you want when it appears.



do you like someone's tweet?

Share it by retweeting.

