

SOCIAL MEDIA 101

Simple ways to show up online and attract more customers

Your customers are already on social media.

Posting regularly helps people discover your business, trust you, and choose you.

01.

PICK 1-2 PLATFORMS (DON'T DO EVERYTHING)

- Start with:
 - Instagram / Facebook → best for most businesses
 - TikTok → great for video and younger audiences
- It's better to do a few platforms well than all of them poorly

02.

POST CONSISTENTLY (KEEP IT SIMPLE)

- Aim for 2-3 posts per week
- You don't need perfect content — just stay active
- Mix of:
 - Products/services
 - Behind-the-scenes
 - Team or owner
 - Customer moments

03.

SHOW WHAT YOU SELL (CLEARLY)

- Make it easy for people to understand your business
- Examples:
 - Food → photos, prep, finished dishes
 - Retail → new arrivals, best sellers
 - Services → before/after, results

04.

USE CAPTIONS THAT INVITE ACTION

- Keep it short and clear
- Tell people what to do:
 - "Visit us today"
 - "Available this weekend"
 - "Order online"

05.

ENGAGE WITH YOUR AUDIENCE

- Reply to comments and messages
- Like and respond quickly
- Follow and support nearby businesses

PRO
TIP