

# Tips on managing your Social Media



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## facebook

- Post, share and like relevant content for your industry.
- Be **BOLD**, ask for shares, comments and likes.
- Tag pages and posts.
- Update the company page on a regular basis.



- Frequently tweet.
- Engage with others by retweeting and replying.
- Use hashtags (#) in tweets.

## Pinterest

- Regularly post images and videos as pins.
- Engage with other pinboards.
- Follow other suitable pinboards.



- Organise your circles.
- Take advantage of Google+ tools
- Frequently share and post content.

## LinkedIn

- Follow up after meetings by connecting on LinkedIn
- Ask for and give recommendations
- Update and review your company profile and status.
- Join suitable groups.

## YouTube

- Subscribe to channels relating to your industry.
- Share appropriate videos.
- Publish short videos where possible.

## Blogger

- Write new blog posts periodically.
- Share blog post links with social networks.
- Be sure to add images to your blog to maintain interest.

*LookC can manage your Social Media by.....*

Getting to know you / your business  
Building your strategy  
Bringing your strategy to life  
Creating monthly reporting  
Engaging with relevant people / organisations  
Reviewing / measuring and adjusting