



Creation Social Media

- 1. First Impressions are absolutely critical**
- 2. Brand consistency should be maintained across all Social Media channels, whichever ones you choose.**
- 3. Remember, Social Media is about building the relationships and Engaging with your audience.**
- 4. Do Not Hard Sell!**
- 5. Utilise images whenever possible with your posts on every channel**
- 6. Think Keywords when posting, don't be tempted to “ramble” including Blogs**
- 7. Video is highly engaging and there are many ways to get it out there - but make them short!**
- 8. Live Streaming may be new, but think where it can for into your business.**
- 9. Don't pretend to be anyone else - Your Voice = Your Brand**
- 10. Always top up your ToolKit (www.canva.com/
www.pixabay.com/www.monosnap.com)**