**How to use different Social Media Platforms**

1. Decide which social media platform(s) to use
	1. Choose one or two social media platforms and concentrate on those rather than trying to work on all platforms at the same time.
	2. Be sure to set up your profile correctly
		1. Use a real photo, showing your face
		2. Write a good description about yourself or your company if given permission
		3. Include a link to your website
	3. Find some friends
		1. Find and follow the influencers in your market
		2. Follow opposing and like-minded people
		3. Follow the suggestions of people that Twitter, LinkedIn, and Instagram offer
		4. **BALANCE** the followers to following (It’s a matter of trust – Who do you think has a trusted profile: someone with 1000 followers but following 2500 or someone with 550 followers that follows 510?
	4. Don’t forget to follow back
2. Know how many times to post per day
	1. Facebook personal page – As many times as you want
	2. Facebook business page – 2x
	3. Twitter – 3x
	4. Google+ Business page and Google+ profile page – 3x
	5. Pinterest – 5x
	6. LinkedIn- 1x
	7. Instagram-1 or 2x
3. Know how to post
	1. Twitter
		1. Reply on Twitter:
			1. Find the Tweet you want to reply to.
			2. Click the reply icon  located at the bottom of the Tweet.
			3. A Tweet box will pop up with the @username of the account you are replying to added at the beginning of the Tweet. Complete your reply and click Tweet to post it.
		2. Mention on Twitter
			1. Type your Tweet as you normally would, but replace any names you include with that person's @username. For example: "I love @Twitter!"
			2. Click Tweet to post it.
			3. Our system will recognize and link to the @username in the Tweet
		3. Post a photo
			1. Tap the Tweet icon 
			2. Tap the camera icon  to take a photo, or to choose a photo from your gallery.
			3. Once a photo is selected, the image will attach to your Tweet in full size. You can select up to 4 photos to Tweet at once.
			4. Tap Tweet to post. Your Tweet’s character count will update to include the pic
		4. For more info, go to <https://support.twitter.com/articles/20169874> and it outlines EVERYTHING
	2. Facebook
		1. To make a post
			1. Click the field at the top of your Newsfeed or Profile. You can start typing what you want to share. When you are ready to post, click the blue Post button.
			2. Typing in a “@” symbol followed by a friend’s name will bring up the option to tag that person in your post.
		2. Comment on a post
			1. In your newsfeed, you will see a list of your friends’ posts. Underneath each post will be a box with your profile picture and a text field that says “Write a comment”.
			2. Click the field to add your comment. You can tag other users in your comment just like you would a regular post.
			3. You can “Like” a post to show that you think it is a good post worthy of being seen. Posts that get Liked end up at the top of your friends’ newsfeeds more often, and can help posts spread across Facebook
		3. Like Business pages on Facebook
			1. You can search for artists, musicians, businesses, organizations, and more using the Facebook search bar. You can then “Like” these pages to receive updates on your newsfeed when they are posted.
		4. Uploading Photos and Video
			1. Click the “Add Photos/Video” button at the top of your newsfeed.
			2. You will be given the option to add additional photos after you select your first one.
			3. You can tag friends and write a comment or description of the photo(s).
			4. This will post on your timeline
	3. LinkedIn
		1. Share an update
			1. This is more for simple, short messages. This is usually a function you would use if you want to share a link with some brief commentary.
		2. Publishing a Post
			1. This section is reserved for longer posts (couple paragraphs or more) or even full blog posts.
	4. Instagram : ***IT IS ONLY A MOBILE APP***
		1. How to Post
			1. Tap the camera button at the bottom of the Instagram app.
			2. Take a picture or choose one from your phone's storage
			3. Edit your image
			4. Add a caption and some hashtags to gain more attention to your post
			5. Select other social networks to share the post on (try not to post to Twitter from here)
			6. Tag people in the picture.
			7. Tap the "✓" button when you are satisfied with your post.

