

# 5 SOCIAL MEDIA TIPS

1



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# USE RELEVANT HASHTAGS

Hashtags allow social media users to find your profile. Use **best-hashtags.com** if you need help finding relevant hashtags to use.

2

COMMENT



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# INTERACT WITH YOUR FOLLOWERS

Like and reply to their comments, respond to messages, and encourage them to interact with your profile via stories and posts.

3



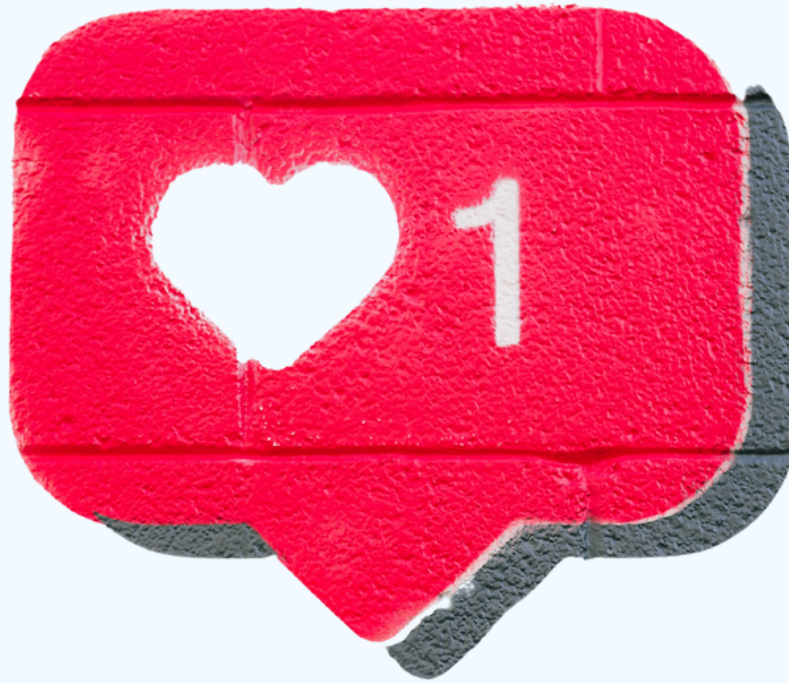
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# ALWAYS PAIR A PICTURE WITH A CAPTION

While a picture is not required when posting on Facebook like it is on Instagram, it's important to always pair a picture of video with your post as they receive more engagement. When choosing a picture for Instagram, use high quality photos.

It's best practice to always post an original picture when possible, but if you're in need of a stock photo, **unsplash.com** offers many FREE images that you can use on your social media platforms.

4



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# SPEND TIME ON SOCIAL REACH

It's important to follow relevant accounts and engage with their posts to increase brand awareness. Head to the popular page, follow a relevant hashtag, or search similar or local businesses to follow.



5



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# POST CONSISTENTLY

One of the most important tips to remember is to post consistently! Creating a social media calendar every month can help you stay organized and find new topics to post about.

When making your monthly calendar, be sure to visit **[nationaltoday.com](http://nationaltoday.com)** to find fun upcoming holidays to share!