



BEST PRACTICE FOR SOCIAL MEDIA

CONTENT

- Turn your press releases into blog posts
- Use the National Holiday Calendars for inspiration
- Make it personal - show the faces behind the places. People are looking for purpose their purchases & it helps build trust.
- Keep it relevant

SCHEDULE

- Schedulers can be a big time saver and aid to make sure you are posting consistently.
- Know that they are not set in stone, and you can/should edit based on current events.
- Examples of schedulers; Hootsuite, Buffer, Facebook Publishing Tools

INSIGHTS

- Set a day in your week to check your insights
- Check what time of day you're getting the most engagement & views, what days do you have the most traffic?
- Use that data to optimize your social media impact and help you schedule.

CONSISTANCY

- Especially nowadays visitors are using Google and Social Media to check opening hours, location and what's going on. Make sure that you are posting to keep your information relevant and your accounts up to date.