

# SOCIAL MEDIA

## QUICK TIPS



### SPREAD THE WORD

Share news and those memes—social media is meant to be fun. Don't be afraid to share something you find interesting or funny with your followers, even if you think it "isn't accomplishing anything."



### GIVE A THUMBS UP

Say thank you—when in doubt, thank your followers! This is a great way to build rapport with them.



### CHEER THEM ON

Support others—by supporting and encouraging your followers, you are promoting that positive brand.



SNAP A  
PIC &  
SHARE!



### NOTHING IS PRIVATE

What you say/share matters—nothing is ever truly private on social media, so be careful about what you are saying. Everything that you put out on social media could end up being viewed by thousands of people.



### RETWEET IT

Their ideas, your retweet—even though you may not come up with the status/tweet yourself, if you share it, you are endorsing it. Be aware of what you are saying with your shares/retweets.



### IT'S ALL ABOUT YOU

Building a brand—your personal "brand" on social media says a lot about you (what you stand for, what you believe in, how you present yourself to the public, etc.). Your brand is what others see, so it is important that you have a positive brand.

**USTA**   
MIDWEST

