

# MUST HAVE

## Social Media Tools for Small Businesses



### TWITTER

Twitter is a great platform to build connections and foster relationships with a relevant audience. Use Twitter to share: Your own content, links to other industry-relevant content, brand personality posts, engage with potential customers, and remedy any issues.

### FACEBOOK

Facebook is the most used social media platform. Since 71 percent of adult Internet users are on Facebook, it has the largest audience, making it easy for any small business to be on, regardless of industry, product or service. Use Facebook to share: Photos of your business, company updates, interesting industry updates, menu items, special deals and events.



### INSTAGRAM

Instagram is best used as a brand-building tool to post beautiful images or videos. It's important to consider how to make your product or service visually interesting. Use Instagram to share: Photos of your product and customers using it, behind-the-scenes, company culture, and collaborations with other brands.

### SNAPCHAT

Snapchat is a video and photo-sharing platform that gives users an authentic "insider look" at your business. It allows consumers to develop a relationship with the brand. Use Snapchat to share behind-the-scenes, product teasers, workspace environments, events, and company outings.



### PINTEREST

Pinterest is great for lifestyle-related products like food, fashion and home décor. If your business has a blog, Pinterest is a great way to allow people to pin and share photos from your posts. Use Pinterest to share: Your own products and services, beautiful photos, how to's, tips & tricks, and helpful tools.