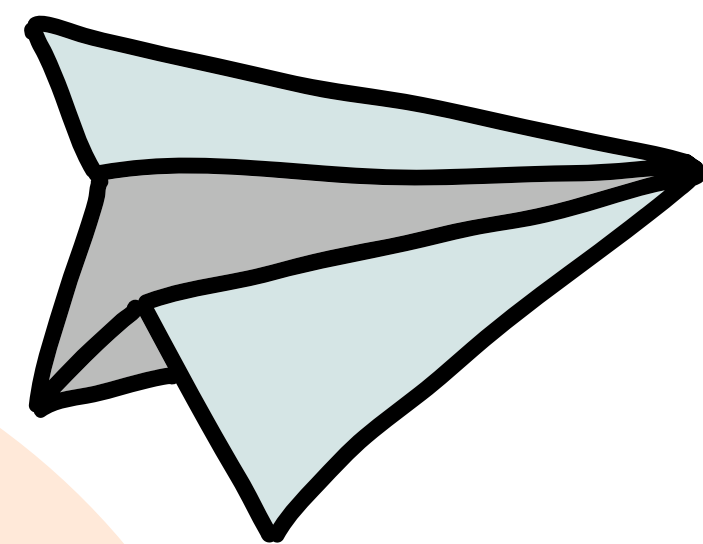


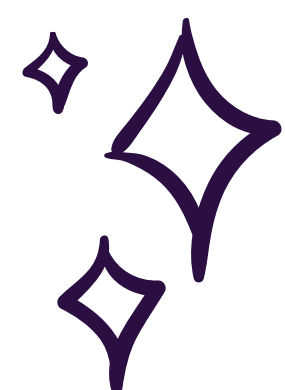
How to Optimize your Social Media

Top Tips for your store!



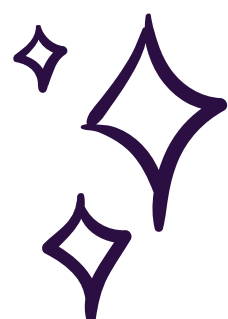
#1: Message and Presence:

- **Think local and nationwide:** Find the right point of view for your store; your social media can reach both your local and nationwide customers!
- **Establish your presence in the community:** Know your store's voice and be consistent with posting



#2: Sustainability and Authenticity:

- **Avoid burnout:** Build a weekly posting schedule to follow
- **Be Authentic:** Use what resources you already have (staff picks, displays, etc.) to share your store with the world



#3: Delight your Audience:

- **Inspire yourself to inspire others:** What excites you will probably excite your audience too!
- **Social Media is a communication tool for your audience:**
What do you want your audience to know? Is this clear and concise?
Is there a call to action element to your post?

