

SOCIAL MEDIA 101

A simple guide to connecting with your audience on social media.



MENTION OR TAG

The at sign (@) in social media is often used to mention or tag a specific person or business/organization.



HASHTAG

The number/pound sign (#) in social media is referred to as a hashtag. A hashtag is used to make a word, or combination of words, searchable. The key to a hashtag is removing all spaces and punctuation.

FACEBOOK

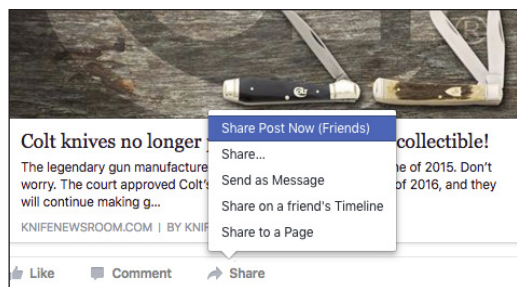
Post as many words and pictures as you want.

limit hashtags

Although you can use hashtags (#) on Facebook, they're not used as often on this social media platform. We recommend not using more than two hashtags per post.

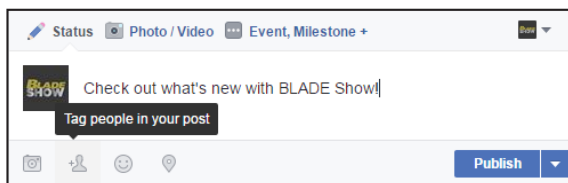
do you like a status that someone else posted?

You can share status updates from those that you follow, too.

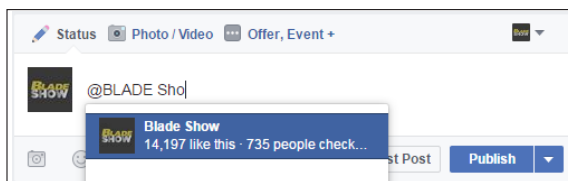


tagging & mentioning

You can **TAG** Friends and businesses you Like in your posts. Select "Tag people in your post", begin to type the name or business, and select the name you want when it appears.



You can **MENTION** people that you're Friends with and businesses that you Like in your post by using the @ sign. Begin to type the name or business, and select the name you want when it appears.

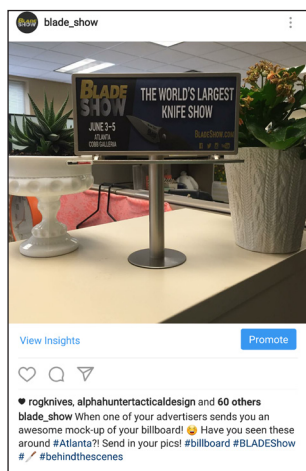


INSTAGRAM

A picture is worth a thousand words.

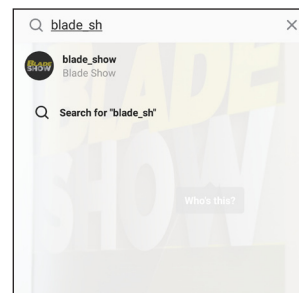
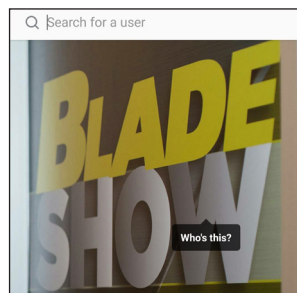
instagram hashtags

Hashtags are most accepted on Instagram. Use 11 or more hashtags for the highest engagement.



tagging & mentioning

You can **TAG** anyone in pictures you post. Select "Tag People", tap the photo, search for a user, and tap the ✓ when you're done.



You can **MENTION** anyone in your post by using the @ sign. Begin to type the name or business, and select the name you want when it appears.

