



## GET SOCIAL

### Kitch's Top Tips

#### Twitter

Use this platform regularly to engage with local and relevant accounts in real-time. Tweets should be short, snappy and include relevant hashtags and/or handles. It is very effective as a customer service tool.

#### Facebook

Since the algorithm change, organic reach is harder to achieve on Facebook, so advertising is recommended, offering options for any budget. Facebook delivers the most sophisticated social media advertising, with the ability to target your audience by location, age, gender, interests and more.

#### Instagram

Focus on sharing beautiful imagery on your feed, including both relevant and popular hashtags, ideally separated by dots below the main caption. Give a behind-the-scenes snapshot of your brand or business for a more personal feel through the use of Instagram Stories.

#### LinkedIn

Keep it professional on this platform, share your business news, achievements and relevant articles via your brand page. Reshare brand content via your personal profile to promote via your own connections.

#### Pinterest

Utilise this platform as an online scrapbook. Create boards that showcase different areas of your business, your services/products and to inspire both existing and potential customers.



## DIGITAL STRATEGY

It's an important to have some kind of strategy in place for your social to ensure that relevant posts are being shared regularly and your target audience are being engaged with.



## INFLUENCERS

Working with influencers can introduce your brand to an audience of thousands, or in some cases millions, of potential customers – by a voice they already trust and admire. It's all about aspiration!



## PARTNERSHIPS

It's often beneficial to establish brand partnerships with businesses of a similar calibre, or who are in a market that you'd like to branch into.

“ *The Social Media Experts.* ”

If you'd like to have a chat about the ways in which we can help your business, get in touch with our team!

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CONNECT ON SOCIAL MEDIA

