





- DON'T treat Facebook like a website. Talk with your community, encourage them to participate and let them help you shape the environment.
- DO ask questions to encourage people to comment on your posts.
- DON'T spam Facebook. Two to three posts a week is sufficient.
- DO have a dedicated resource. A single staff member with time to dedicate to Facebook should be charged with populating the page, creating content schedules, ensuring the posts are aligned with all other marketing, and managing the community feedback.

#### TWITTER DOS AND DON'TS:

- DO strike a balance between conversation posts and product posts.
  - DO tweet promotions and brand relevant information – this is the right forum.
- DON'T write messages over multiple tweets, find a way to make it fit.
  - DO use links through to your website or to third party endorsements.
  - DON'T use long or overly formal language – abbreviation is accepted here.
  - DO follow your target audience, it's a good way to get them to follow you back.
  - DO hashtag and learn how they work.

#### PINTEREST DOS AND DON'TS:

- DO pin your products.
- DO link back to your website.
- DO place prices on your products.
- DO follow boards for companies in your field – they may follow and pin your images in reply, opening you up to a whole new market.
- DON'T pin everything to one board, create multiple boards for multiple uses.

- DON'T pin a million things at once. A few a day will spread your content evenly over your followers' news feeds.

If you are considering social media, firstly weigh up how relevant it is for your customers and if they will engage with you in this environment. If you are fortunate enough to be in an industry where social media can work for you, I encourage you to be excited and get involved. ■

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