

Quick Interaction Ideas for Each Social Platform

<p style="text-align: center;">Facebook</p> <ul style="list-style-type: none"> ❑ “Like” other pages as your business page ❑ Participate in “Fan Page Friday” or other page like swap events ❑ Invite friends to like your page ❑ “Like” other business’ statuses as your page ❑ Comment on other business’ statuses as your page 	<p style="text-align: center;">Twitter</p> <ul style="list-style-type: none"> ❑ Retweet things that may be of interest to your followers ❑ Mention other users in your tweets ❑ Share articles of friends or colleagues - be sure to quote them and reference their Twitter account ❑ Favorite other users’ tweets ❑ Follow new accounts that interest you ❑ Follow back accounts that have followed you that you are interested in 	<p style="text-align: center;">LinkedIn</p> <ul style="list-style-type: none"> ❑ Add people that you are interested in connecting with (say that they are a “friend”) ❑ Write positive testimonials for people that you have worked with ❑ Share information from your LinkedIn Business Account ❑ “Like” other people’s LinkedIn Updates ❑ “Follow” businesses that you are interested in
<p style="text-align: center;">Google+</p> <ul style="list-style-type: none"> ❑ +1 updates that you like ❑ Add friends that you have not added yet ❑ Share the content of others ❑ Respond to any comments 	<p style="text-align: center;">Instagram</p> <ul style="list-style-type: none"> ❑ Re-Post the content of others using an app such as “Re-Post App” ❑ “<3” content from others ❑ Comment on content from others ❑ Use #hashtags 	<p style="text-align: center;">Pinterest</p> <ul style="list-style-type: none"> ❑ Re-pin the content of others ❑ Pin from websites of interest ❑ “Favorite” the content of others ❑ Share pins with friends

