

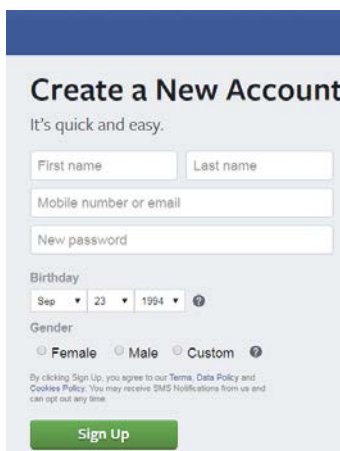
Social Media Tip Sheet

Social Media is a great tool which allows you to share content quickly, in real-time. There are many different forms of social media, the most common used for advertising include:

1. **Social networking** (Facebook, LinkedIn and Google) involves the use of social media sites to connect with friends, relatives, coworkers, customers, etc. Social networking can be used for business, pleasure or both.
2. **Microblogging** (Twitter and Tumblr) is a quick way to share short posts, pictures, videos, links, etc.
3. **Photo sharing** (Instagram, Snapchat and Pinterest) involves users uploading and sharing photos online versus traditional printing methods.
4. **Video sharing** (YouTube, Facebook Live, Periscope and Vimeo) is just like photo sharing, only video content is shared instead of photography.

The benefits of utilizing Social Media for advertising include:

- Reach more people quickly.
- Grow your customer base/followers.
- Target new and returning customers.
- Gain insights from analytics to help assess and alter your advertising strategy accordingly.

A screenshot of the Facebook 'Create a New Account' sign-up form. The form is titled 'Create a New Account' with the subtitle 'It's quick and easy.' Below the title are input fields for 'First name', 'Last name', 'Mobile number or email', and 'New password'. There is a 'Birthday' section with dropdown menus for month (Sep), day (23), and year (1994). Below that is a 'Gender' section with radio buttons for 'Female', 'Male', and 'Custom'. At the bottom, there is a 'Sign Up' button and a small disclaimer: 'By clicking Sign Up, you agree to our Terms, Data Policy and Cookies Policy. You may receive SMS Notifications from us and can opt out any time.'

How to sign up for a Facebook account:

1. From a computer or mobile device, go to www.facebook.com/r.php.
2. Enter your name, email or mobile phone number, date of birth and gender. You will also be required to establish an account password.
3. Click on Sign Up.
4. Finally to complete your account setup, you will need to confirm your email or mobile phone number.

Best practices to consider:

- Start small and use a well-known platform (i.e., Facebook, Twitter, Instagram).
- Create a landing page to direct your traffic.
- Create a call to action (like a landing page to visit or a phone # to call).
- Remain active on social media by engaging with your customers.
- Monitor and respond to any complaints, in addition to praises.
- Review results regularly.