

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

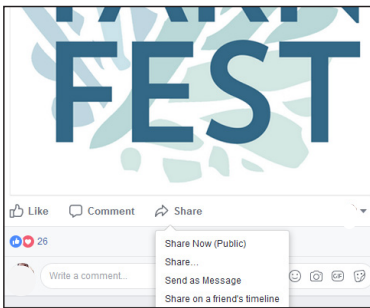
Post as many words and pictures as you want.

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.

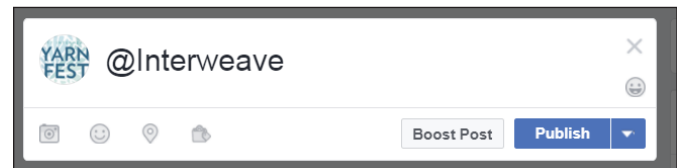


tagging & mentioning

You can **TAG** friends and businesses by clicking on the picture and begin to type their name 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.

