



Social Media Cheat Sheet

- **USE A TRENDING HASHTAG (#)** Check to see what hashtags are currently trending and join the conversation with a clever post on the topic. It doesn't have to be a topic in your industry, just jump on the trend and ride the wave of engagement.
- **MOTIVATE FOLLOWERS WITH AN INSPIRATIONAL QUOTE** Everyone can use a little motivation and inspiration—including you since you're using this cheat sheet, remember? Share a popular motivational quote that can power your followers through the day—especially Mondays (Ugh, what's worse than a Monday?).
- **SHARE A MEME OR GIF** Fun graphics with clever text? Memes are simple to create! Even better? There are thousands of memes and GIFS circulating the web already, and it's guaranteed you'll find one to fit your mood or the message you want to convey. Grab one, post it and soak up the social media attention!
- **TAKE A POLL** Poll your followers on a topic. Any topic. It can be related to your products or services, your industry, or just pop culture. It's a quick, simple, fun way to get your audience engaged. Have fun with it!
- **TELL FOLLOWERS TO WRITE A PHOTO CAPTION** Search through your photo gallery and find an interesting or—better yet—awkward photo and post it with the line, "Caption this." It encourages engagement and will be quite entertaining.
- **SHARE A REVIEW** Did you get a glowing review from a customer on Yelp or Google? Grab it and share it on your other social media networks to show everyone how awesome people think you are!
- **CREATE A HOW-TO VIDEO** Instruct customers on how to use a product, give a quick cooking lesson, or demonstrate a simple tip using video. Bonus points if you do it live.
- **SHARE A LIST** Post a list of high-energy workout songs, must-read books, or questions you must ask your realtor, doctor, or dentist. Whatever your industry, there's a list that'll fit.
- **ASK A QUESTION** You don't have all the answers. Even if you do, you should get your followers' opinions. Pose an intriguing question and watch the responses flood in. Give a Behind-theScenes Look Snap a photo or take a video of what goes on behind the scenes at your business. Let customers see past the façade to where the real work is done.