



Hate social media but need it for your business? Use this short guide to help you get started...

- **Think** about which outlets resonate most with **you**... Where will you be the most **consistent**? Which feels like the **best fit/least painful**?
- **Experiment!** Try them all... you might surprise yourself and find you love something you thought you might hate
- **Focus** on one or two social channels and **be consistent**
- Create great content that provides **value** to your followers
- **Batch** content creation and **schedule** your posts in advance
- **Repurpose everything** (remember the “Content Waterfall”)
- **Get help!**
- **Experiment – learn – adapt – repeat**
- **Be patient...**