

# BUSINESSES ON SOCIAL MEDIA

## DO THIS

## NOT THIS

### CONTENT

Keep followers interested by adding images, videos, and blogs to your posts.

It's important to maintain a balanced post feed that is self-promoting and useful, as well as entertaining.

80% useful to  
20% self-  
advertising

Don't use your platforms to just self-promote. Too many self-advertising posts is the fastest way to lose the interest of your followers.

### CONSISTENCY

Do post consistently and answer every inquiry ASAP.

83% of followers  
expect a response to a  
question within 24 hrs

Don't leave followers guessing as to when you'll post next.

Plan on posting a set number of times each week and stick to it!



## HAVE FUN WITH IT

### GRAMMAR

Always triple check the accuracy of the information in your posts.

Always proofread your posts several times for grammatical errors.

Use Grammarly  
to check  
your work.

Never cApitaLIze RANdom letters, use *slang*, or use *random mark!ng\$* such as: &, \*, ~, etc.

### PROFESSIONALISM

Do maintain a single voice - your brand's voice - when interacting with your followers and other brands.



Never post your personal opinions or beliefs or engage with off-colored brands. Don't respond negatively to negative reviews, always be sympathetic.



**Old City**  
WEB SERVICES

Visit [www.oldcitywebservices.com](http://www.oldcitywebservices.com) for more tips.

OLD CITY WEB SERVICES | 2155 Old Moultrie Rd., Suite  
109, St. Augustine, FL 32086