



Do's & Don'ts of Social Media

*This is an extra resource to go along with the original article:
[Are You Making These 6 Social Media Marketing Mistakes?](#)*

Social Media Do's

- Complete your social media profile.
- Master one social media platforms before moving to another.
- Create a posting schedule.
- Use a tool like Buffer or Hootsuite to post on your set schedule.
- Interact with your followers.
- Share value by promoting other people's content along with your own.
- Respond quickly to other's.

Social Media Don'ts

- Don't try to be on too many platforms at one time.
- Don't focus on self-promotion.
- Don't forget to follow and connect with influencers.
- Don't post on an inconsistent basis.
- Don't make too many posts at the same time-- spread it out.
- Don't use too many #hashtags. One or two is more than enough.