

MAXIMIZE YOUR WOOD FLOOR BUSINESS SOCIAL MEDIA CAMPAIGN

QUALITY SOCIAL MEDIA CONTENT

1. Entertains and/or informs
2. Is short and sweet
3. Is not overly promotional

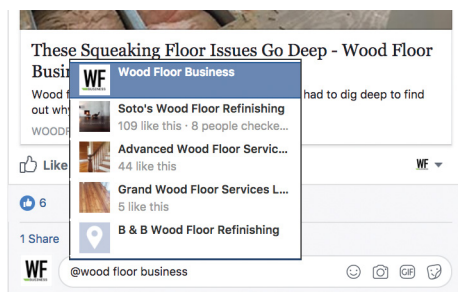
This content is more likely to be clicked, watched and shared, extending the reach (and return) on your post.

MAXIMIZE YOUR POST ON FACEBOOK & INSTAGRAM

 **LIKE** the post on the WFB Facebook page.


 **SHARE** the post from the WFB Facebook page. This allows your followers to see the post and gives them the option to like, share or comment on the post.

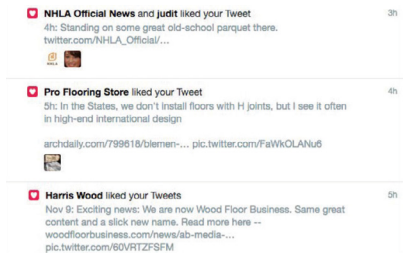
 **COMMENT** the post from the WFB Facebook page. Tag anyone you think may be interested in the post. Do this by first typing the “@” symbol followed by their name or company’s name. Or respond to comments and questions left by our audience.



*For optimum performance, your submitted image(s) should not include text. Facebook restricts the reach of images it perceives as advertisements.

MAXIMIZE YOUR POST ON TWITTER

 **FAVORITE** the Tweet. Your followers have the ability to see what you favorite. So favoriting a tweet increases the chance that others will see it.



 **RETWEET** the Tweet. This reposts the exact tweet from Wood Floor Business to your own page so all of your followers can see it.



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