

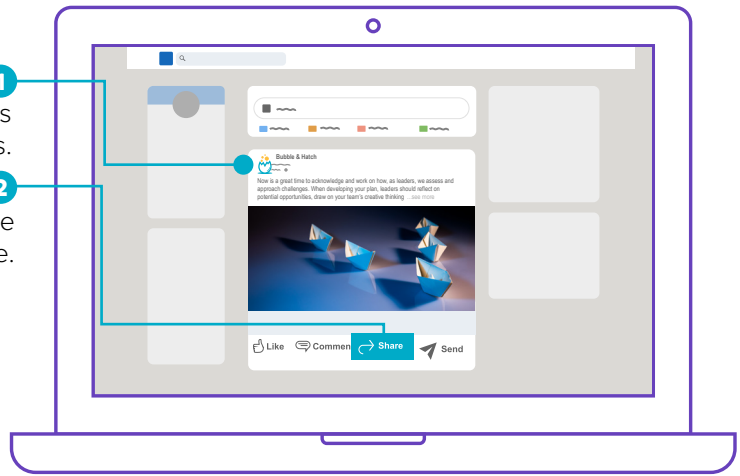
Connecting with Current and Potential Customers

Social media is one of the fastest and easiest ways to promote your company and establish yourself as a subject matter expert. Start by following your organization so that you can regularly find posts to like and share. Sharing content from your own company or from other companies takes just a few clicks for each platform. Let's get started!

LinkedIn

1 Find a post to share that is relevant to your customers.

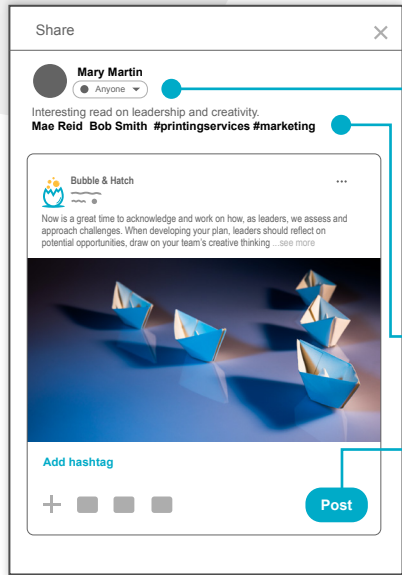
2 Click **Share** under the post you want to share.



3 The **Share** pop up will open. From the drop down menu under your name, select who you want to share the post with.

4 Write a comment or use **"@"** to mention people, companies, or relevant organizations. **Add a hashtag (#)** to help the right people see your post.

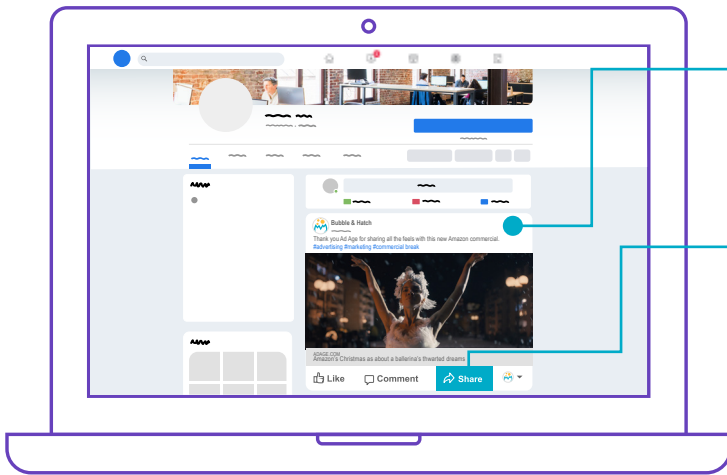
5 Click **Post** on the bottom right corner.



Monitor who responds to your post. **Like** their comments, send a **reply**, and if you aren't connected, **send an invite**. Take a moment to see which posts get positive feedback. Look for similar content to share in the future.

Facebook

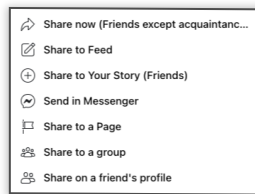
Facebook is different than LinkedIn in that it prioritizes personal relationships over business. This makes personal profiles for sales people even more important. One of the simplest things you can do is to **share** your company's content. This includes **liking or following** their page, sharing blog posts, milestones and relevant industry news.



1 Find a post to share. Don't feel obligated to share every single post from your company. Subtlety is key for getting a positive response—be careful of simply dropping links or overt self-promotion.

2 Click **Share** under the post you want to share.

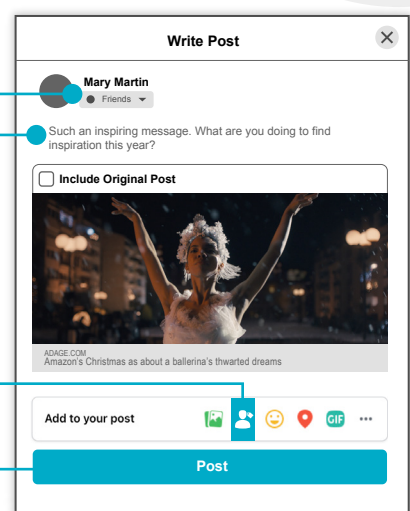
3 **Select** where you want to share the post. Depending on the post's privacy settings, you may see the following options:



4 Write a **comment** that invites a response.

5 **Tag friends** and **add a hashtag (#)** to help the right people see your post.

6 Click **Post** at the bottom of the pop-up window.



Twitter

Twitter is a great tool for tracking relevant topics with **#hashtags**, your company's **@mentions** as well as your competitors' mentions. It's also a great way to find out what interests your current and potential customers. When tweeting or sharing content, address the specific needs and concerns of your audience. Present yourself as a helping hand and avoid the hard sell.



1 Find a post to share

2 Click **Retweet** under the post you want to share.

3 Add your comment. Remember to be short and to the point. **Add hashtags** and **@mentions** to expand your reach.

