



SMALL TASKS BIG OPPORTUNITIES

FACEBOOK

- Ask for likes and recommendations of your business
- Use Facebook Ads to target. Pay attention to the behaviours & interests section to target appropriately
- Update your cover and profile images (if its been awhile) and make sure that they are branded consistently
- Complete your profile if there is any missing information

INSTAGRAM

- Know your interactive stickers and tags for engagement: Location tagging, polls, questions, etc...
- Know your specific hashtags: Don't forget #SAbigideas!
- Using stories to increase your organic reach and engagement on both Instagram & Facebook

TRIPADVISOR & YELP

- Claim your business or add it to the directory
- Update/add photos regularly (good quality photos - 10 minimum)
- Make sure your profile is filled out
- Request your free stickers (request form)
- Ask for and manage reviews

GOOGLE

- Verify/claim your business and add/update your information
- Ensure to fill out your google business profile as much as you can. Consider adding a post in your profile (think multi-use posts!)
- Algorithms favour: interaction on comments, keywords, frequency
- Check out [google.com/grow](https://www.google.com/grow) for many helpful resources

DON'T BE OVERWHELMED!

- Ensure you have control over your spaces, but only focus on what makes sense for your business
- Plan your messaging today and into the future. Your future self will be happy you did!
- Be consistent in photos, hashtags, language and information
- Don't know where to start? Follow someone in your industry that is doing a great job online and get inspired for your own unique messaging!

