**Helpful hints**

**Analytics**

* moblie app; Google reports
* refer back to help or info tabs
* reach, location of reach for grant writing, site visits

**Blog**

* advertising, spelling, grammar are important

**Facebook**

* post offen, create excitement, keep text short
* ads; content; creating clear message
* engaging posts, fast response, politeness
* great for cheap advertising
* create your own content (especially photos and video), post regularly, post thought-provoking content in the evenings
* short videos, frequent posts, pictures
* tell the story of business owners; share relevant information and articles; make it fun

**Facebook** **Live**

* make it interesting and fun! Our Chamber does 15 second videos of ribbon cuttings, and they are nearly worthless.
* short and sweet. Use invisible mic. Assess background noise level before beginning
* keep it informative**Instagram**
* content
* high quality, engaging photos

**Mail Chimp**

* use the help and "how to" tab
* post to facebook, use of stats for investment drive, scheduled posts

**Organization’s Webpage**

* lose the glitz, make it easy to navigate, include telephone #
* keep up to date, keep blog going
* pictures, events, posts/pages, investments
* webpages are easy to find and look at
* more/bigger photos, fewer words
* quick clicks to destination. Clean and sharp. Business resources
* make your mission clear

**Pinterest**

* ideas and beautiful photos

**Twitter**

* short, info packed posts

**Yelp**

* info about new businesses

**You Tube**

* keep them short
* local human interest stories. Short tutorials. Quick and clear
* great for reaching an more personally