



SOCIAL MEDIA GUIDE

Keep Engaging During the COVID-19 Pandemic



- **1 post per day**
- **Unlimited stories**



- **Up to 3 posts per day**
- **Unlimited stories**



- **Unlimited posts per day**
- **Retweet valuable info**

**You don't have to be on every platform. Go where your customers are!*



Update your website & search engine info

Make sure that your current business hours and information is up-to-date on your website.

Update your business info on Google, Bing, Yahoo, etc...

**Make it easy for your customers to support you.*



Link to your online shop

Use sources like bitly.com to shorten longer URLs

Put links directly in Instagram Bios so that your followers can easily get to your shop

Add links to your Instagram stories*

**You need 10,000+ followers to do this.*



Topic Ideas

- **What are you still offering?**
- **Do you have any online sales?**
- **Your personal life behind the scenes**
- **National days that make sense***
- **Online courses/ tutorials**
- **Contests**
- **Share information**

**National pizza day, puppy day, ice cream day, etc...*



Engage with your community

Don't let your hard work go to waste. Keep in touch with your community! Reach out to them personally through e-newsletters, surveys and personal comments. Stay top-of-mind so that it's easier to adjust to your 'new normal' when this is all over.

Share information

Be a go-to source for your followers.
Post updates and stay on top of
current trends and information.



Use hashtags#

Use relevant hashtags to engage and grow your audience! How many should you use?



up to 30



1-2



2

Create a content calendar

Things are overwhelming and coming at you fast. Take a day to plan & schedule your social posts for the upcoming week or month. This will give you the freedom to adjust your plan last minute.



**LET US KNOW
HOW WE CAN
HELP!**

uptownwaterloobia@waterloo.ca