

# How to Get Your Business Started on Social Media

As part of your marketing plan, social media can help you build visibility and connect with your customers.

Jon Cogan, President and Founder of digital marketing agency, Blend360, offers these suggestions for business owners looking to get started on social media:



## Don't overcommit

Pick one relevant social platform to start with. Don't try to be everywhere all at once, unless you have the resources to deliver.



## Quality, not quantity

Not every brand has enough fresh content to post multiple times per day. Less frequent, more thoughtful posts have more impact.



## Keep learning

Things won't always go perfectly and that's OK. The point is to continue to learn and grow with your community.



## Be visual

Great photography and videos drive engagement in social channels. It doesn't have to be beautiful every time, but take the time to make your visuals pop.



## Stand out

Thousands of posts, messages and advertisements hit our screens each and every day. Don't shy away from taking a stand and having a point of view.