



3 THINGS YOU SHOULD NEVER DO ON SOCIAL MEDIA





IGNORING COMMENTS ON YOUR POSTS

Engagement is of top priority on social media. So when your followers comment on your posts, comment back.

Here are some tips on responding to comments:

- Be friendly but professional.
- Absorb what people are saying and write an appropriate response. Don't simply reply with "Thanks for your comment!"
- Be helpful. Your goal should be to leave users feeling satisfied.



NOT MAKING USE OF HASHTAGS

Hashtags give social media users a roadmap to finding what's relevant to them online.

Using the right ones will leverage your brand and get you more attention.



BUYING FOLLOWERS **FOLLOWERS** **FOLLOWERS**

Although it's tempting to grow your followers list fast, buying followers is a bad idea.

Numbers aren't everything.

A single person who engages with your brand is better than a hundred who ignore it.



WAS THIS HELPFUL?

READY TO TAKE YOUR BUSINESS TO THE NEXT LEVEL?

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