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Title 14 / 255

10 Social Media Tips for Small Business Owners

Article text 101 / 1000

Small business owners spend an average of 20 hours a week on social media. This may not seem like much time, but consider that most of us only have 16 hours per week to dedicate to our businesses. Moreover, for many small business owners, running their Instagram and Facebook accounts is a side hustle. This means they have time to manage multiple social media accounts and stay organized. However, there are certain steps you can take to make your online presence more effective and enjoyable for your followers. In this article, you will learn how to create a successful Facebook and Instagram page for your business. You will also learn how to choose the right hashtags and use them consistently. Make sure you read the entire article so that you don't overlook any tips or tricks that work for other small business owners. Use these tips as a reference guide when developing your

Quality type

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Select individual outlines

- Section 1: Define Your Vision and Mission
- Section 2: Create Lots of Great Content
- Section 3: Use Photos and Videos
- Section 4: Build an Effective Networking Game
- Section 5: Don't Be Too reliant on Facebook Comments
- Section 6: Use Instagram as Much as Possible
- Section 7: Conclusion

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- Section 3: Video Content is the New Print Content
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- Section 3: Be Accessible On Social Media
- Section 4: Use Video Content To Build Relationships
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