

## The Debt Free Guys' 15 Social Media Dos & Don'ts



- Subscribe to the free version of CrowdFire and use the “Keyword Follow Tool” to find people who tweet using hashtags\* and keywords\* for which you want to be known. For example:
  - #LGBTQ
  - Gay Business Leaders
  - #QueerEntrepreneur
  - Love Is Love
- \*Don't automatically follow users of hashtags and keywords, as some use them in a derogatory way.
- Create Twitter List of influencers and followers to engage more easily. For example:
  - Gay Bloggers List
  - LGBT Supportive Businesses
  - Personal Finance Bloggers
- Share the content of those you follow and who follow you, and engage with their content with questions and comments
- The life of a Tweet is 24 minutes. Therefore, pin your best or most important content to the top of your profile and then untweet and retweet it no more than once an hour to increase its visibility.
- Subscribe to the free version of Dlvr.it to automatically retweet the RSS feed of other bloggers with whom you establish a sharing agreement to maximize the visibility of all your content.
- Regularly create 7-day polls using your phone so you can add Emojis to poll responses and use above retweet strategy to drive more engagement. The results of polls are increased followers and ideas on future content.



- Create a professional business page using your name to promote the content you create and the value you add.
- Show followers what you do and how you serve. Don't just pitch your product.
- Use Facebook Live because Facebook gives more visibility to Facebook Live.
- Never use text on Facebook images because Facebook's algorithms devalue images with text.
- Install Facebook Pixel on your website to capture data on the traffic to your website. This will help you later when you might want to learn more about your readers and to use Facebook ads. This Facebook Guide will help: <https://www.facebook.com/business/help/952192354843755>



- Share images, memes, and Insta Stories when appropriate that show you're a real person and a brand
- Save a pre-established list of appropriate hashtags on the Notes app of your phone to use with your posts and make them searchable
- Download the Word Swag app for \$4.99 to create customized and stylish memes to all your social media feeds
- Follow those who use the same or similar hashtags as you