

Maximize Your Athletic Business Social Media Campaign

Quality Social Media Content:

1. Entertains and/or informs
2. Is short and sweet
3. Is not overly promotional



The Result:

This content is more likely to be clicked, watched and shared, extending the reach (and return) on your post.



Maximize Your Post on Facebook



Like the post on the AB Facebook page



Share the post from the AB Facebook page

This allows your followers to see the post and gives them the option to like, share or comment on the post.



Comment on the post on the AB Facebook page

Tag anyone you think may be interested in the post. Do this by first typing the “@” symbol followed by their name or company’s name. Or respond to comments and questions left by our audience.



**For optimum performance, your submitted image(s) should not include text. Facebook restricts the reach of images it perceives as advertisements.*



Maximize Your Post on Twitter



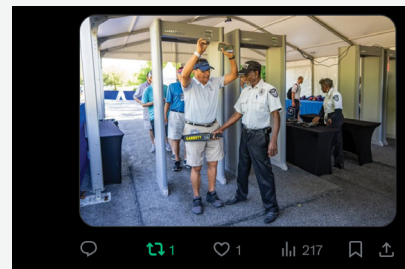
Favorite the Tweet

Your followers have the ability to see what you favorite. So favoriting a tweet increases the chance that others will see it.



Retweet the Tweet

This reposts the exact tweet from Athletic Business to your own page so all of your followers can see it.



Please provide to Athletic Business:

A brief description of the content you would like posted on our social media accounts. Images should be at least 600x600px.

Send all components to [Diane Ebner at diane@athleticbusiness.com](mailto:diane@athleticbusiness.com) or [Charli Muchow at charli@athleticbusiness.com](mailto:charli@athleticbusiness.com)