

## 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 Michael Gaio at [michael@athleticbusiness.com](mailto:michael@athleticbusiness.com)