

# SOCIALIZE

ON

# SOCIAL MEDIA

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## DO!

Comment on others' posts and make conversations.

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Pick a niche.

The best friends/followers share your interests.

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Know your platform and audience. Twitter and Instagram expect different posts.

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Write your posts as if the whole world is watching. Because they ARE.

## DO NOT!

Bogart the conversation and post solely about yourself .

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Follow absolutely **EVERYONE** just to grow numbers .

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Use the exact same post for every platform – Twitter is conversational. Instagram is visual.

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Be rude with responses, comments, or questions.