

Here's Your Social Media Playbook

Ready to go on offense with your social media strategy? Get coached up by Fresh Squeezed Mind's Ted Moss, who's drawn up some plays to help your social strategy score.



Cater to customers

Instagram for young and urban. Facebook for Gen X and older. Twitter for the college-educated. LinkedIn for those in their working years of 30-64.



Obsess over ROI

Understand the impact social is having on your site by using Google Analytics to judge how your content is performing.



Stay consistent

Don't post something cute just to get likes. Leverage contests and useful information to drive people to act.



Engage your community

A Contently report found 71% of consumers who get a quick reply on social are likely to recommend that business to others.

