



Businesses & Social Media

Everyone has some form of social media. For businesses, it's a way to connect with current and potential customers on a personal level. Ensure that your social media pages are branded appropriately with your business logo and tagline, imagery, description and tone of voice. Each social media page has its own dimensions for graphics, make sure your pictures are the right size for correct viewing. There are plenty of ways to get creative with your social media pages. If you are starting to run out of ideas, look at competitors or other like-minded businesses.

TIPS FOR SOCIAL MEDIA:

- **Respond to your reviews:** 78% of consumers feel responsive businesses care more about their customers than those who do not respond at all to online reviews. Responding to reviews on social media should be of utmost importance!
- **Thank the customer:** As mentioned above, showing you care is important. Thanking the customer is the best way to show you are genuinely appreciative.
- **Customize the post with specifics:** Though responding to all of the reviews is a great start, at times it may seem like an automatic response or robotic. Including details from the customer's experience shows sincerity and starts building a personal relationship with the reviewer.
- **Include an eye-catching quote:** When sharing reviews on social media, quoting the review directly and providing a link will encourage interaction with your brand and the feedback others have given. Not to mention it boosts your SEO!
- **Share ReScores:** Negative reviews can be beneficial to your company image. SureCritic's ReScore offers a chance for your company to amend a negative experience your customer may have had. ReScore provides a beginning, middle and end storyline to a negative review, showing the lengths your company will go to ensure a happy customer experience.
- **Manage your social media efficiently:** Using platforms such as Hootsuite, Buffer, or Sendible enables you to manage all of your incoming tweets, mentions and likes in one place. Customized views help you track varied strategies such as keywords or follower mentions.

For more information or to sign-up for a demo go to learn.surecritic.com.

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