



DO's & Dont's in Social Media

Facebook

1. Create your own business page →no fake account!
2. Choose a matching profile photo e.g. your logo
3. Complete information & „about us“ section →do not leave it blank
4. Quality instead of quantity for your posts →not to many posts per day/week
5. Use pictures & videos →they generate more reach and engagement
6. Include relevant & working website links
7. Publish at strategic times (When do our fans use social media?)
8. React fast on comments, messages, etc. →do not wait too long
9. Boost you posts →even with a small amount of money you can increase your reach
10. Tip: Be playful with your content (e.g. open questions, quiz, estimations, funny facts, etc.)

Instagram

1. Create your own business profile
2. Choose a matching profile photo e.g. your logo
3. Set your profile as „public“
4. Include important information in the description area (e.g. own hashtag etc.)
5. Post your own photos →there are plenty of opportunities (e.g. behind the scenes, daily life, events, etc.) or share other photos
6. Never repost photos without permittance →always mention source („Repost from..“), use Repost-App
7. Ask for permittance if there are other people visible on your photo
8. Use hashtags → #inlovewithswitzerland and other well-known and hashtags that have a relevance for your topic
9. You don't need to include links →they are not shown
10. Don't forget to tagg the location

Twitter

1. Create your own business profile
2. Complete all neccessary business information
3. Be short, precise & informative →only 140 characters per tweet incl. link & photo
4. Tip: shorten website links
5. Important: Use hastags!
6. Tagg other companies, partners & destinations if they have an twitter account (@xy)