



Tips & Tricks for Social Media Success from DaySpring

In today's society, social networking is a great way to easily connect and build relationships with friends and family. At DaySpring, we believe that our customers and consumers are friends and family – because we are brothers and sisters in Christ!

Social Media is a great way for DaySpring to connect with you, and for you to connect with your customers! Because we believe in the relationship that you have with the people who visit your store, we want to provide a few tips for nurturing this relationship in the online space:

Keep it Short. We live in a quick-paced world, and most people will keep scrolling if your post takes too long to read. Images are a great way to communicate a message quickly!

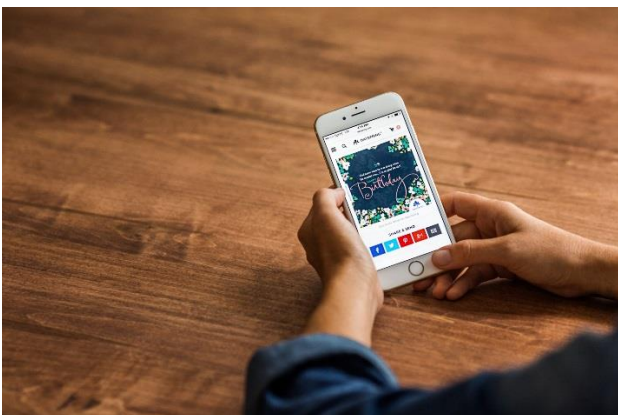
Write engaging posts. Ask people questions. Talk about topics that your followers can relate to.

Keep your content fresh. Keep your page up to date and post regularly (see DaySpring promotional resources – we can help you out with that!)

Switch it up. Don't just use text status updates. Change it up with photos, videos, blog posts, and more, to keep it interesting. Different types of content will engage different people who Like your Page. Offer something for everyone.

Don't spam your followers. Keep it to one or two posts a day. You will lose followers if they feel you are clogging up their News Feeds.

Offer something useful to your followers. Give them tips on how to use products. Share new information about promotions, flash sales, etc. Throw in a giveaway every now and then to reward those who follow you!



Connect with DaySpring on Social Media!

Join the conversation we are having with consumers around the world:

[Facebook.com/dayspringfans](https://www.facebook.com/dayspringfans)

[Instagram.com/dayspringcards](https://www.instagram.com/dayspringcards)

[Twitter.com/dayspring](https://twitter.com/dayspring)

[Pinterest.com/dayspring](https://www.pinterest.com/dayspring)