

## 11.6 Social Media Tips

### Pinterest Pin #1

**INTEREST BEST PRACTICES** for 2022

**PIN 6-10 TIMES PER DAY**  
50 is the maximum recommended number of pins per day but can be considered spammy and may hurt your reach.

**PIN FRESH CONTENT**  
New content is favored by Pinterest. Creating your own content is ideal. Sharing good and newer content is better than old and stale content.

**PIN TO 5 BOARDS MAX**  
Pin the same pin to a max of 5 relevant boards. Spread out each repeat pin every 7-10 days. Pin to the most relevant board first.

**CREATE MULTIPLE PINS**  
For self-created content, create multiple pin images. Use templates to make the process quick and easy. When pinning, spread out 7-10 days.

**FOCUS ON QUALITY**  
Pinterest favors quality over quantity. Make sure your pins count. Focus on good content creation and sharing rather than the most pins.

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... SMMBC 105 ... Save

### Pinterest Best Practices for 2022

Get your business ready for 2022 by learning some best tips and practices for maximizing your marketing efforts on Pinterest.

**Stacey Sansom Designs**  
646 followers

**Shop this look**  
Tag products in your image or add related products Pinners might like.

**Note to self**  
What do you want to remember about this Pin?

**Comments**

Share feedback, ask a question or give a high five

Add a comment

You saved to **Social Media for Business** in **SMMBC 105 - Intro to Social Media Marketing**

**Pinterest Pin #2:**

**SOCIAL MEDIA MARKETING TIPS**  
**PINTEREST FOR 2022**

Pin content from quality domains

Use click-worthy images for every pin

Pin fresh content consistently

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... Social Media Success **Saved**

### Social Media Marketing Tips | Pinterest for 2022

Maximize your marketing efforts on Pinterest for 2022 by learning best practices and other social media marketing tips.

**Stacey Sansom Designs**  
646 followers

**Shop this look**  
Tag products in your image or add related products Pinners might like. **Tag products**

**Note to self**  
What do you want to remember about this Pin? **Add note**

**Comments**

Share feedback, ask a question or give a high five

Add a comment

You saved to **Social Media Success**

**Tweet #1 Text:**

Social Media Tips for Small Businesses –  
BE RESPONSIVE! Twitter is not a black  
hole where conversations go to die.  
Interact and communicate with your  
followers in a timely manner. Handle  
problems now for happy customers!  
[#socialmediamarketing](#) [#smallbusinesses](#)  
[#SMMBC105atBYUI](#)

**Tweet #2 Text:**

Social Media Tips for Small Businesses –  
PLAN YOUR CONTENT! Do not waste  
time on frivolous tweets! Plan your content  
and schedule them using a variety of ways.  
Plan consistent posts.  
[#socialmediamarketing](#) [#smallbusinesses](#)  
[#SMMBC105atBYUI](#)





**LinkedIn Article:**

<https://www.linkedin.com/pulse/using-linkedin-owner-sewing-business-stacey-sansom>

**Using LinkedIn as the owner of a Sewing Business**

LinkedIn is a great platform for networking and sharing a variety of information as well as opportunities but focuses on a few niches. If you are not inside the box of technology, are not a career executive, or do not possess skills that LinkedIn has deemed favorable, you might be wondering how you can take advantage of the LinkedIn platform when there are clear limitations. So how do you harness the power of LinkedIn for networking?

You get creative! The goal is to establish relevancy to set yourself apart as an industry expert.

Here are three best practices to do just that.

**Businesses should have a business page**

Typical LinkedIn profiles are intended for individuals and are perfect for displaying resumes or portfolios of work. In a networking environment, this makes sense because individuals are looking for employment and are trying to make themselves shine. It is also ideal for businesses looking for individuals as new talent for their organizations. In the LinkedIn world, these two perfectly collide and you can make yourself visible fairly quickly if you are actively using the platform and do not have your profile privacy settings locked down tight.

LinkedIn, however, has taken this one step further and provides free business pages for organizations. *If you run a business, you should have a business page.* The reason is that privacy and sharing are different for profiles and business pages. Profiles are typically private whereas pages are intended to be public. Pages have additional tools to help you market your business.

This business page should focus on your niche and your business. Share sewing tips, your latest YouTube videos, how-to articles, etc.

**Set a schedule for consistent posting**

As with other social media platforms, there are algorithms that help keep your content visible to others, but LinkedIn is known for having a longer shelf life. This means that you do not need to be posting all the time, in fact, the recommended posting per week is much lower than other

platforms but it is more important that it be consistent. Pick a schedule that you are comfortable with and plan to make sure posts happen as intended.

This consistency helps build trust with your following as there is some reliability that you will post something on a particular day of the week or even three days per week. The point is to make sure you are sticking to the schedule.

If you are trying to increase your traffic and are starting with a new posting schedule, make sure that you test for results. Commit to the schedule for 4-6 weeks before declaring it successful or not. Since LinkedIn provides you information about post activity, you can track trends and adjust accordingly at the end of your testing period. Remember that it takes time to build trust, so make a commitment for a set amount of time before changing it up again.

Perhaps how-to posts for certain sewing techniques are more popular than reviewing sewing patterns, you should focus on what is popular and provide more of that to your audience. This builds trust and your target audience will come back for more.

### **Vary your content, post types, and utilize hashtags**

One of the hardest things about LinkedIn is that it can be boring because of the nature of the platform, but do not let that slow you down. Spice up your profile and business page with variety. While posting should be consistent, that does not mean you must type 240 or fewer

characters every single time. You can shake it up with post length, post type, sharing content from outside sources, etc.

To increase networking range, tag the creators in posts that you share by using hashtags and mentions. Do not go hog wild on the hashtags, 3-5 is adequate. It is okay to comment in your post when sharing content from other publishers. It is okay to have an opinion on LinkedIn, just keep it appropriate for the environment.

When you look at this from a sewing perspective, think about what your audiences like on other platforms, chances are that it will be similar, however, LinkedIn tends to cater to the more professional networks. Focus on things followers want on the platform itself. Share your story and how your business came to be. Inform your followers about your goals. Share your insights as a professional in the industry and how they can improve their own skills.

### **Be Creative**

LinkedIn is always evolving, and it is important to focus on current techniques for marketing, but the above steps will help you start to develop your sewing-focused following or network.

Building good habits with consistency and building trust will quickly establish you as an industry professional and expert. One day, you may be the one searching for employees, and having a strong network will help you find candidates that are aligned with your company's goals.

Get creative with your posting!