

PIVOT YOUR BUSINESS DON'T PAUSE

Five Ways Small Businesses Can Improve Their
Social Media Presence During COVID-19 and Beyond

1 **COMMUNICATION IS KEY**

Post updates w/
hours, delivery &
curbside options

Ask customers to
check-in and tag your
business in their posts

2 **CONTENT**

Take & post new
outside & inside photos

Post your menu!

Share customers'
tagged photos

3 **FIND TOOLS FOR YOUR ADVANTAGE**

Use free apps to
edit photos & add text

Facebook's free Creator Studio
lets you post efficiently across
different platforms

4 **RESPOND TO COMMENTS AND REVIEWS**

Encourage customers to post
reviews on customer review
sites & your FB page

Visit customer review
sites often and respond

5 **KEEP YOUR INFORMATION UP TO DATE**

Review & update your
Instagram profile

Review & update your
"About" section on
Facebook

If your business needs help with these
suggestions, please contact the Chamber's
communications team.



SPRINGDALE
Chamber of Commerce
WE'RE MAKING IT HAPPEN