

retune

CONTROL THE SCROLL

A social media marketing guide
for business owners.

Take Control Of Your Social Media Growth

CONTROL THE SCROLL

A social media marketing guide
for business owners.

Written by: Matt Riley
© Retune Marketing

Retune Marketing
Social Media Marketing Agency
Retune-Marketing.com

Why Social Media Marketing Matters 📱	5
What is “Content” 🤔	10
How to Create Content 🎨	12
When and Where 🕒 📌	20
What is “Copy” ⌨️	23
Optimizing Your Profile 🔍	25
Mistakes to Avoid ❌	28
Ai and Social Media 🤖	30
Fundamental Meaning of Content Marketing 🙌	32
Tools and Resources 🔧	33
Thanks For Reading 🙌	39

WHY SOCIAL MEDIA MARKETING

MATTERS



Before getting into the nitty-gritty, actionable steps to take control of your social media growth, you have to understand what social media can and will do for your business or brand.

Almost every business can benefit from social media marketing today. With the right strategy applied, it is an integral part of building trust with your consumers.

Social media platforms are used as search engines. Thus, a social media presence can be just as (if not more) important than your website. Often, before consumers ever see your website, they see your Facebook, Instagram, or LinkedIn page. Your social platforms are regularly the first interaction your customers have with your business or brand.

Social media matters, and a poor social media marketing strategy will kill your results. Here are a few reasons you need a to build a strategy around your content:

- A great **social media strategy builds trust** and credibility between brands and their consumers.
- You can **build a dedicated community** centered around your business. In turn, you convert more sales and create more revenue streams.
- Posting **reminds your followers your business exists**. Some people say it takes a customer seeing your product seven times before buying. Regardless of the number,

social media helps you get to a higher number of touch points.



- Social media is **integrated with search results**. The more regularly you post on social, the more likely you can be found through Google. This is considered Search Engine Optimization (SEO), with the advent of AI, it's important for Generative Engine Optimization (GEO).
- You can offer **better customer service**. Your social media content should help you strengthen and retain your client/customer relationships.
- Social media allows you to **obtain real customer insights**. Ask questions online and you get your customers answering!
- Social media **drives traffic** to your website and thus your business.

Simply put, you will do more business if you take control of your social media. Running social media accounts takes time and effort, but do not let that discourage you. If you



the.hungrygirlfriend • Follow

Grindhouse Killer Burgers

the.hungrygirlfriend If you go to a restaurant and you see 'The Impossible Burger'- GET IT. I've been dying to try this imitation meat burger for a hot minute.



Verdict?

Better than meat. No, I'm not pulling your leg. Better. Than. Meat. 🤖 I actually ordered a regular burger to compare it to and it's still in my fridge half-eaten.

Not your typical bean or soy patty, it smells and tastes LIKE MEAT. Link as to why, how, and health effects in my bio!

Y'all know of other restaurants in ATL that serves the @impossible_foods burger? Thank you @grindhouseburgers for my first experience!!



112 likes

JUNE 26

implement the ideas in this PDF into your plan, you'll have a strategy that is sustainable and scalable.

The Old McDonald Rule

E.I.E.I.O



retune



Entertain



Inspire



Educate



Inform



Original

WHAT IS “CONTENT”



In this PDF, you will see the term “content” often. Let’s talk about what content is.

Content (in regards to social media) refers to any information, media, or message shared on social media platforms. This PDF is a form of content. Podcasts, videos, photos, infographics, blogs, and text posts are also all forms of content. Not all content is created equal though!

Old McDonald had a farm! E.I.E.I.O.

Now that you’ll be singing that in your head the rest of the day, let’s talk about the **Old McDonald Rule**.

The Old McDonald Rule reminds us that great content should entertain, inspire, educate, and/or inform? Oh! And it’s original. That “O” is super important.

Each piece of content you publish should hit one or more of these:



Entertain - Making someone laugh or become engaged with the performance. (Music, art, sports)



Inspire- Motivating your audience to take action. (Accomplishments, testimonials, quotes, results)



Educate - Teaching something that others don't know. (How-to's, interviews, factual information)



Inform - Reporting or reacting to the news, world events, or local happenings.

If you want a strong social media presence, all of your content should be original.



Original - create something that is unique and specifically designed for your brand.

DISCLAIMER: IF YOU ARE USING GENERATIVE AI (SUCH AS CHATGPT) TO CREATE SOCIAL MEDIA POSTS, AND YOU COPY AND PASTE A PROMPT RESPONSE TO SOCIAL, YOU ARE DOING THE BARE MINIMUM AND IT WILL NOT HELP YOU STAND OUT OR GROW.

Focus on being real on social media. How can you show your brand's voice on the platform you're using? And remember the Old McDonald Rule...E. I. E. I. O. Entertain, inspire, educate, inform, original.

HOW TO CREATE CONTENT

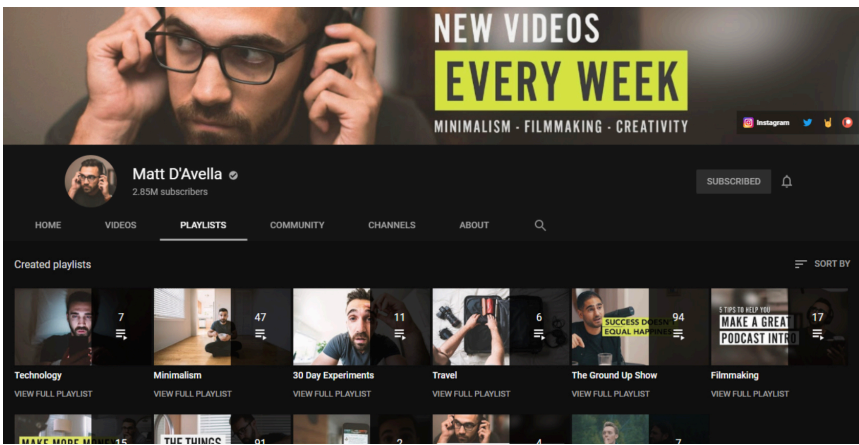
It can be daunting attempting to create a week's worth of social media posts, let alone a month's worth. This section will explain Retune's 30-Day Content Model. It details how to create 30-days worth of content for multiple social platforms along with the tips and tricks to make the experience easier for you.

The best way to streamline your content creation is through batch creation. For any creative endeavor, it's a good idea to implement batch work. Set aside one day once a month to create your content.

It is crucial to stay relevant, so make sure to only publish content that still works 30 days from the creation date. Evergreen content (content that stays relevant for a long time) is your best option when batch creating your posts.

Before you begin your content creation session, find out what 30 days of content looks like for your business. Some companies should be posting two to three times a day. Others should post once every two days. There is no one-size-fits-all when it comes to marketing on social media. There is such thing as posting too much. If you don't have the team or resources to maintain a heavy posting schedule, it's best to reel it in and lean into consistency and sustainability first.

How often should you be posting? It depends. For instance, someone like Matt D'Avella posts on Youtube once a week. This is his main content creation platform.



He also uses Instagram and X (Formerly Twitter), however, has a less scheduled approach to these platforms and often uses the platforms to create leads for his YouTube channel.

For a small business, such as a restaurant, taking this approach might work, but focusing more on Facebook and Instagram would be a better idea. You have to think about where your ideal client/customer exists. Consider all aspects of your customers—demographics and psychographics.

If you're in the B2B (Business to Business) space, LinkedIn is going to be your best friend. On the flip side, if you're more consumer focused and sell products, Instagram could be your place to shine.

STEP 1: KNOW WHAT YOU'RE SELLING

Before creating any amount of content, you need to know what you're selling. Presumably, you know who your ideal customer is. Also ideally, you're setting a goal for what you're selling them. The first step to creating a month's worth of content is to take a look at what you want to be selling this month. Are you releasing a new product or service? Do you have an event coming up? Will you have a sale on your

product(s)? Are you changing something about your business or brand? The answers to these questions help with the next step, so take your time to outline what you want to promote this month. What is the end goal with your content?

It's also important to pay attention to holidays, local events, along with other circumstantial events. You should be able to create two to three posts a month based solely on holidays and events. Be creative with it though, a "Happy 4th of July" won't go very far. Find a way to entertain, inspire, educate, or inform.

News can be a great way to create social media content. Whether it's big or small news if it relates to your brand in any way, creating content around it is not a bad idea as news is inherently novel.

During the pandemic, Tom Bilyeu shared posts with his thoughts on COVID-19:

tomilyeu

How to stay **CALM** during the **Coronavirus** Pandemic

and this admittedly is probably just a blindness that I have...

Watch IGTV Video

194,655 views · Liked by mindvalley and mrdavehollis

Reporting, and then responding is often far easier than creating something new. It's a great way to both inform and entertain.

In today's constant information world, it would be unreasonable to not mention that breaking news should be replied to. When a major world event occurs businesses often can respond in an unbiased, non-political form. Consider rescheduling posts avoid seeming insensitive during big news cycles.

STEP 2: CREATE LARGE-FORM CONTENT

Large-form content is anything that takes up a big percentage of your content creation time. Large-form content examples include YouTube videos lasting more than 5 minutes, live streams, blogs, songs, albums, podcasts, and more. This PDF would be considered large-form content. You should be creating at least one to four pieces each month that are considered "large."

It might seem difficult to create something "large" running a small store or restaurant. Don't overthink it. Tutorial/How-to videos, podcasts, 30-day challenges, interviews, all work for a variety of businesses. Think about how you can show off your product or service solving a problem. The possibilities are endless! Keep your consumer in mind, and show them what problem you solve.

Once you've created or found your long-form content you're onto the next step.

STEP 3: CONTENT PILLARS

This is an important step when it comes to content marketing. You need to define your content pillars.

A content pillar is a group of content pieces that are promoting the same product, idea, or service. You should create around 3 to 5 of these. Too many and you run the risk of not connecting with your ideal customer.

Content pillars should be designed with two things in mind:

1. Who is your ideal customer and what are they interested in learning, watching, hearing, and engaging with?
2. Who are you as a business or brand and how can you show off your true self?

If you're building a personal brand and you love reading books, you could create a pillar for the books you read. Every week, share a quote from a book you've read.

If you know your client base is hands-on and solves problems themselves, create industry how-to guides.

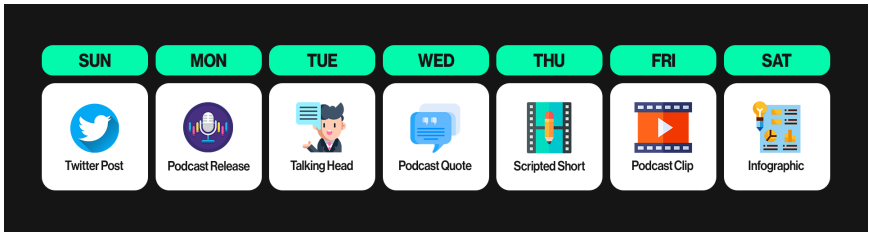
Your content pillars should create themselves for the most part. Your large-form content is likely its own pillar.

When you create long-form content, you can break it into multiple pieces and share it on social media. For instance, you may decide to make a weekly podcast as your long-form content.

From there, you choose to have three weekly promotional posts for each podcast episode. One post announcing the new episodes, one quote from the podcast in photo format, and one video clip.

Weekly that totals four different posts from one piece of content. (The podcast itself, the announcement, the quote, and the clip)

With a few other Ways of repurposing and creating content, you'll be close to posting every day. Take a look at this content schedule:



- **X (Formerly Twitter), Threads, and BlueSky posts** are regularly screenshotted, and then shared across other social media platforms. This is a great way to repurpose your content.
- A **talking head** video refers to a person talking directly to the camera, generally educational or informative. You should try to pull short-form clips from your long-form talking head videos.
- A **scripted short** could be a video for Instagram or TikTok that is more scripted than a talking head video and generally will have different scenes and cuts.
- **Infographics** also can be a great way to teach your audience about a topic further. Today, infographics are generally made in the form of “carousel” posts (multiple photos that you can swipe through). These can perform well on Instagram or LinkedIn.

Here’s are some other examples of ways to repurpose your content or create more content around your pillars:

- Feature your fans/customers/clients
- Collaborate with other businesses/brands adjacent to your business
- Community engagement posts (i.e. ask questions and hold polls)
- Use user generated content—share your clients posts about your business.
- Holidays and events
- News reactions

Instagram and Facebook Stories should not be ignored. They are a great way to drive traffic to your pages. Stories work well as daily content. They disappear after 24 hours and can show a more "unpolished" side of businesses and brands.

A fun way to get more engagement from stories is having a question of the day. People respond frequently and it helps you build relationships with your consumers.

You can also allow your fans to ask you questions.

Responding to the questions can be done in large form. If you take this approach you'll be creating long-form content from a small post, to create even more posts.

STEP 4: SHARE (EFFICIENTLY)

Now it's time to share! Here are some tips to make your sharing process better.

1. Write your captions (also known as copy) before posting. We recommend you create all of your posts' captions at the very end of creating content. This allows you to save time from switching applications. Writing the copy before posting gives you the time to write creative copy that stands out.

2. Schedule your posts! Through programs such as Meta Business Suite, Buffer, and Hoot-suite you can schedule your

month's worth of content. If you are logging into social media every day thinking about what to post, you're going to fall off. Consistency is most important!

3. Use feedback to create more content. When you receive comments, reply to them in content form. Create a FAQ blog, make a video responding to comments, and share testimonials; the possibilities are endless. It is great customer service to reply to people who support your content.

4. Cross-promote and repurpose to create more content. If you want more followers on your X (Formerly Twitter) account, post a screenshot of a tweet on your Instagram page. Find ways to repurpose your content after it's been posted.

WHEN AND WHERE

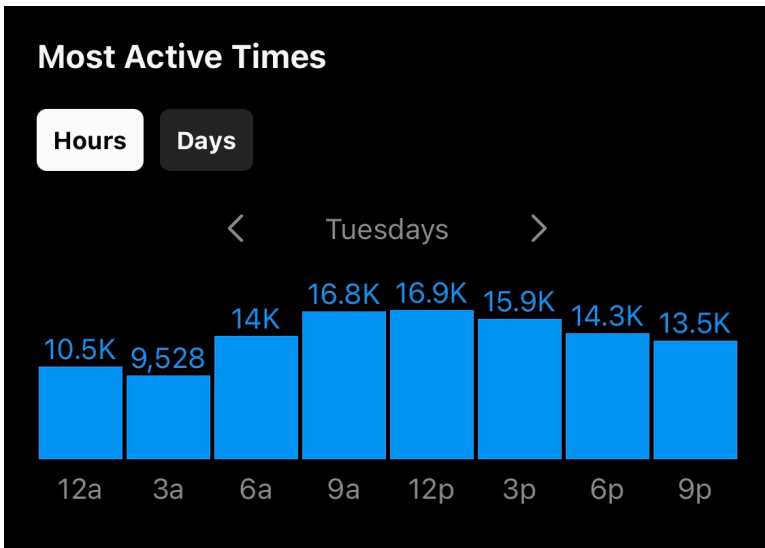


You may be completely new to marketing. If that's the case, you probably have a lot of questions. These two questions are among the most asked.

WHEN

One of the most common questions social media marketers are asked is, "When is the best time to post?"

Unfortunately, there is no answer that works for everyone. Everyone's followers are active at different times. If you have a business account on Facebook or Instagram, you can see when your users are active. Posting during that time is a good idea.



Arguably, the time you post should most depend on when you use the platform. Post after you have spent 15 minutes engaging (liking, commenting, and messaging) on the platform.

DISCLAIMER: NEVER POST AND GHOST! BE SOCIAL ON SOCIAL! WITHOUT INTERACTING WITH OTHER PEOPLE, YOU CANNOT EXPECT OTHERS TO ENGAGE WITH YOUR CONTENT!

Social media sites will show your posts to more people if it has a good number of views soon after sharing them. Interacting with other accounts before posting, can bring those people to your page around the time you are sharing your posts.

WHERE

The next question to address is, “Where do I post?” This is a very important question to find the answer to. Not every business needs to be on TikTok. Generally speaking, Facebook and Instagram are the two platforms most businesses and brands should be on. Their user-base is wide and is great for the general consumer. Restaurants do not need a LinkedIn page to be viewed as credible. For a B2B (Business to Business) company, LinkedIn is more important than an Instagram account.

Some marketers will say that everyone should be on **insert platform of their choice**. The truth is, that some platforms convert more than others for different types of businesses. Your time is important.



Do not spend it making a TikTok for your B2B business if you aren't already on LinkedIn. Focus on where you will see the most results. A simple google search for social media user stats will help you determine which platforms those are.

Due to social media platforms changing so rapidly, these stats are not included in this pdf. If you are unsure of where a brand like yours should be posting, email info@retune-marketing.com and we can discuss what would work best for you.

WHAT IS “COPY”



The term, “copy” has been used in this PDF already. Copy is the text portion of a post. Whether it’s in the caption, on a photo, or in a video, the text is the “copy.”

Copywriting is a skill in and of itself. Here are some quick tips to make your captions stand out:

- **Write like you talk.** No one wants to read technical jargon on social media.
- **Write your copy about your audience, not you.** You want to be educated, entertained, informed, or inspired. So does your audience. Don't tell them all about your product's features; tell them what it solves for them.



Wendy's 
@Wendys

...

They're a 10 but they say they're lovin' it 🤔

- **Make it obvious.** Stop trying to explain every aspect of your business. Too much information just drowns out the message. Keep it simple. People want to know what you do.
- **Write drafts and create templates!** This will help you quickly write more coherent copy.

- **Front-load important details!** Instagram and other platforms hide a large amount of your copy. Keep important, eye-catching stuff first.

“She’s (cough) just a friend”



Make sure good news sounds like good news.

- **Ask questions!** Asking questions is a great way to encourage engagement on your post.
- **Use emojis!** Emojis help direct your reader to key information.
- **ALWAYS HAVE A CALL-TO-ACTION!** One of the most important pieces of good copy is a call-to-action (CTA). A call-to-action is anything that directs the reader to do something. “Like this post” is a call to action. Every post should have a specific call to action. Even if it's just, “Follow our page for more content like this.” Make your audience know what action you want them to take.

OPTIMIZING YOUR PROFILE

USERNAME

The right username can significantly help you be discovered on social media. Keep your username simple, recognizable, and easy to find. Ideally you will have your business name as your username. However, that is not always available. Avoid using numbers, underscores, or other symbols.



Retune Marketing

@RetuneMarketing · Marketing Agency

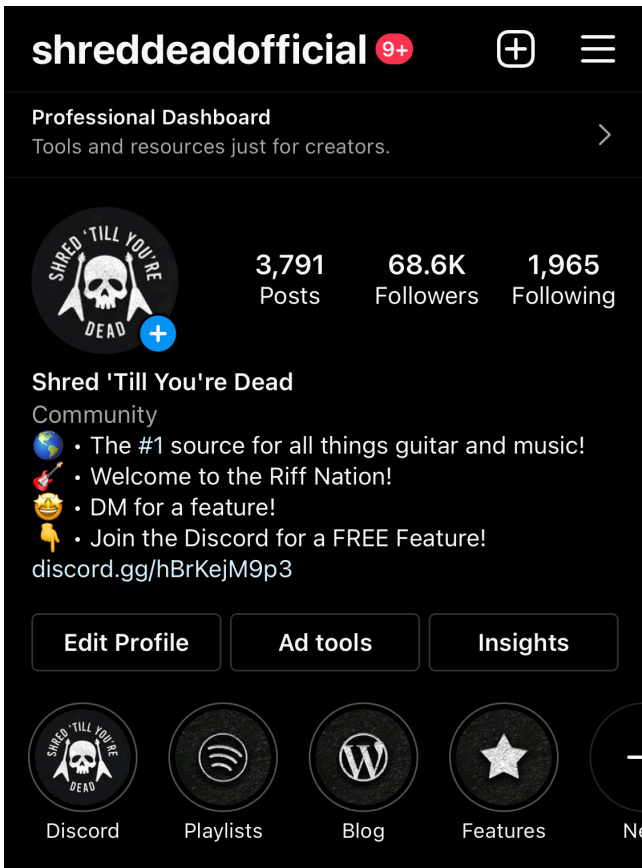
Also, make sure to set a username for your Facebook page. This is often overlooked on the platform as Facebook does not require it.

BIO

The bio is another one of those overlooked areas of social media. It's a minor but important detail. Social media sites use your bio's contents as a way to be discovered. It's important that you have the right keywords and information in your bio.

A well-crafted bio will also show professionalism. Try these tips to improve your bio:

- Remove any hashtags
- Use emojis to direct attention to important information
- Use line breaks to keep it readable (If the platform allows for it. TikTok currently does not)
- Make it about what you can do for your customers
- Include a location (for businesses that are strictly location bound)
- Include a call to action



THEME

As mentioned previously, social media is often the first thing your consumers will see. This, your social media needs to be on-brand. The tone of voice, images, and colors all need to represent the brand. On Instagram it is a good idea to follow some sort of pattern when posting, it makes your content easier to follow and looks neater.

Take a look this checkered pattern between white and black photos:

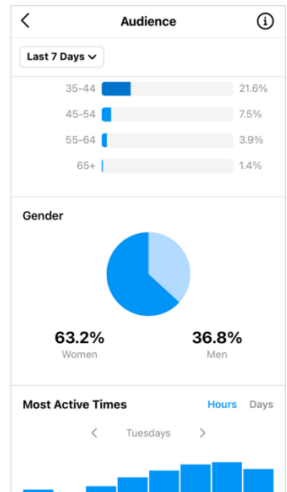
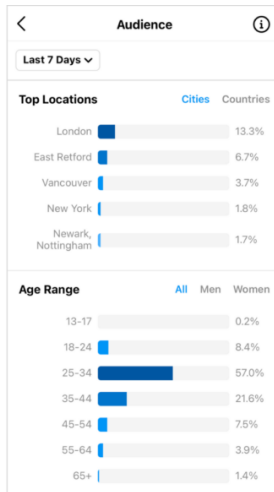


There are lots of different styles that you can go with, just try to keep your feed organized.

MISTAKES TO AVOID

You may not consider yourself a trained marketer. That is okay! One of the main principles in marketing is testing and pivoting based on results. Good news! You do not have to fail as much as us marketers have, because the information is out there already. Here are some things to avoid on social media:

- **No call to action.** You cannot expect people to take the action you want them to without telling them. Just ask!
- **Forgetting Analytics.** Marketing largely comes down to testing and changing direction based on results. Pay attention to what posts perform well and do more of that and less of what is not working.



- **No strategy.** If you do not know your goals, budget or tactics, you will not succeed. How does your social media marketing tie into other forms of marketing? What creative methods are you testing to get people in the door?

- **Only promoting.** Only posting content that promotes what you are selling will NOT work. So stop. Find ways to entertain, educate, inform, or inspire.
- **All eggs in one basket.** Social media is not the answer to all your business needs. You need to diversify your marketing and network.
- **Not using Stories.** Stories are a great way to boost your engagement and show a more unfiltered side of your business. Share parts of your day from time to time. People love seeing YOU.



- **Not replying.** If you have unanswered direct messages, stop what you are doing right now and answer them.
- **Not engaging.** You have to engage with similar accounts regularly if you want to grow. Start with 15 minutes before and after you post, comment on other similar accounts' posts.
- **Hashtags in your bio.** Putting hashtags in your bio makes it harder for people to find your page. Social media sites do not use hashtags as searchable terms for accounts. Instead use keywords.

AI AND SOCIAL MEDIA

Right now, AI is riding a hype train. Don't believe me?

Back in the 90s, when the internet first emerged, it was treated the same way—buzzworthy, revolutionary, and full of potential. Tech gurus and big businesses were ecstatic, rushing to implement it in every way imaginable. This hype was warranted. The internet changed the world as we know it.

Fast forward to today: the internet is so deeply integrated into our lives that we hardly notice it. It's become part of our daily life, fading into the background. **AI is on a similar path, transitioning from a buzzword in headlines to an invisible tool.**

At the time of writing this, I have many friends who do not actively use AI tools on their own regularly. So it hasn't yet changed the way we live extensively.

HOW TO USE AI WITH SOCIAL

Let's talk about AI and social media though, after all you're here for social media advice...

AI generated content doesn't take value away but it takes away importance.

Why do I need to read YOUR copied and pasted AI prompt response? I don't. I can go talk to ChatGPT on my own. It doesn't mean there isn't value in the content.

✗ If you are using ChatGPT to copy and paste text you're using AI incorrectly.

Here are a few ways you can use AI that you may not be using right now:

- **Find Holes in Your Logic** - When was the last time you tested an idea? Start asking AI to find holes in your plan.
- **Data Analysis** - Computers read data much faster than humans. AI such as ChatGPT can draw valuable insights based on data extremely efficiently.
- **Skill Development** - Ask AI to think like a (specific) teacher and expert. Tell it to use charts, graphs, and lessons to explain topics to you. Follow up with questions about what you're looking to learn.
- **Research** - Looking for a coffee shop that also serves vegan food? How about information on medical terms? AI can replace most Google searches you have and often do it better.
- **Summarize Large Texts** - You can upload documents and ask AI to summarize them.
- **Help Improve Your Writing** - Ever wonder if you're clear enough in your writing? Ask to clarify or rewrite your writing.

These are just a few ways you can use AI. Stop copying, start using it as a tool. There is enough AI generated content on social media already and it's not helping you stand out.

FUNDAMENTAL MEANING OF CONTENT MARKETING 🙌

If you're using AI to write your content, you're missing the fundamental meaning of content marketing.

👉 Content marketing is all about relationships.

Here's the hard truth:

✗ Using AI to fully write your social media posts, blogs, emails, and more does NOT help you connect with your customers or clients.

Want me to come to your event? Tell me the importance of it in your words and with your experience.

The product you're selling doesn't need formulaic, ai-generated adjectives or generic positivity.

AI isn't great at story telling. AI isn't great at emotion. AI isn't great at sounding human.

People want to see what actually makes you passionate about what it is that you do.

If you've talked to me about marketing or business you've probably heard me say, "People buy from people."

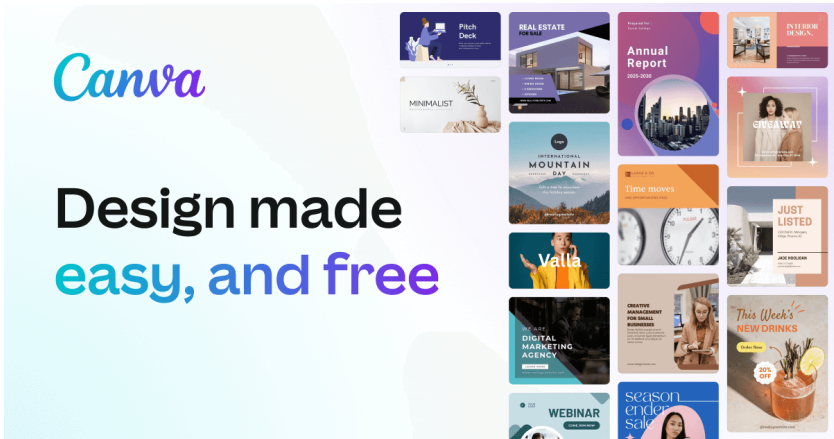
Why are you using AI (Not a People) to convince people to buy from you? 🤔

TOOLS AND RESOURCES

If you are a small business owner looking to do some of your own content creation, you need to check out these tools.

#1. CANVA

Canva really is the best app for creating graphic content for those without design experience or time to learn Adobe Photoshop. While Photoshop has seemingly endless capabilities, Canva is a simpler more streamlined approach to content creation.



If you are not a fan of Canva, check out Adobe Creative Cloud. Same concept, with slightly different functionality.



#2. META BUSINESS SUITE

If you run a Facebook or Instagram page, use Meta Business Suite to schedule your posts. It's free and fairly easy to use.

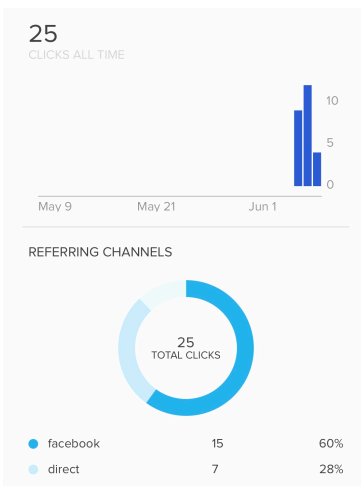
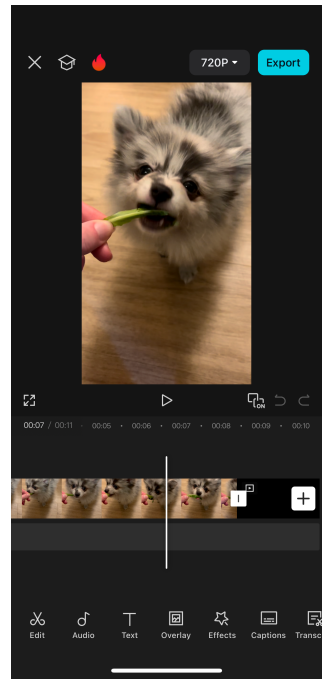
Unlike other scheduling apps, this one is designed by the creators of the platforms so there are fewer bugs. If you're posting to more than just Facebook and Instagram, you'll need to check out some other tools for scheduling.

Buffer and HootSuite are great options for scheduling posts to multiple platforms.

#3. CAPCUT

If you are doing anything with video, but don't have experience with editing, download CapCut.

The pro version is fairly priced and comes with a ton of great features that will cover most of your video editing needs. Even the free version will be a huge help in your content creation process. CapCut is the Canva of video editing and is well worth using.



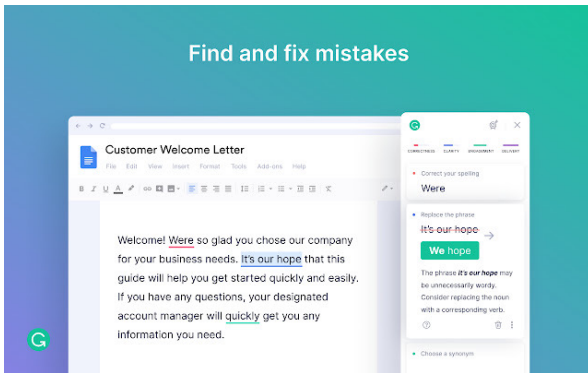
#4. BIT.LY

Bit.ly is a link shortener that allows you to track stats. You'll be able to see how many people clicked on your link, when, and where they did. Also, it makes all your links look much neater for when you add them to your BIO.

It is so important to be tracking your results. Don't skip this app!

#5. GRAMMARLY

Before posting anything, run your work through Grammarly. The free version has enough capabilities to detect grammar and spelling errors, determine the tone of voice, and more. Correct your work before sharing!



VOCABULARY

You used more unique words than **62%** of Grammarly users.

730
unique words used

730
unique words used

OCT 02 OCT 09 OCT 16 OCT 23

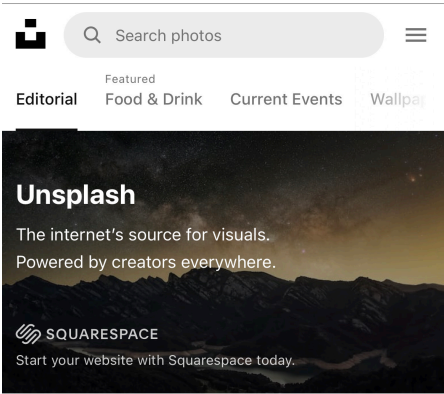
CONFIDENT

Some of the tones that were detected in your writing last week:

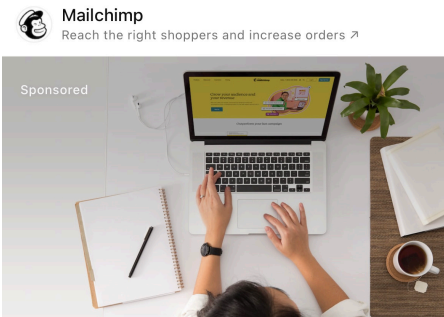
- ↑ 1. 🧡 Confident 21% +2%
- 2. 😊 Friendly 16%
- ↑ 3. 😊 Neutral 16% +13%
- ↓ 4. 🙌 Optimistic 16% -11%

#6. UNSPLASH & PEXELS

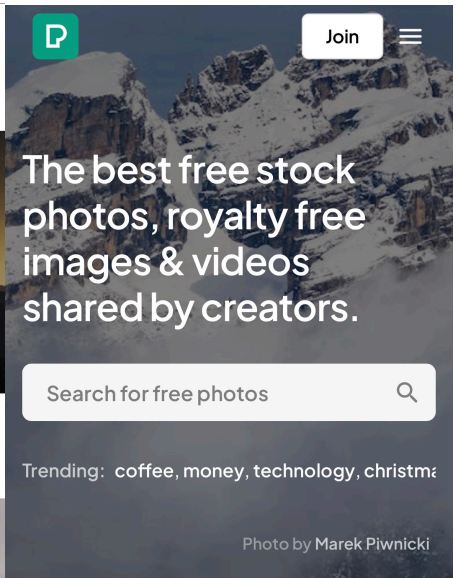
The internet's two best sources of freely-usable images and videos. Need an image for your post? This is the place to get it. You're allowed to share these photos without getting in trouble. *A lot of the photos found on Google are not free to use.*



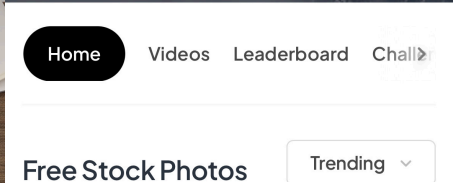
The screenshot shows the Unsplash website interface. At the top, there is a search bar with the text "Search photos" and a hamburger menu icon. Below the search bar, there are navigation links: "Editorial", "Featured", "Food & Drink", "Current Events", and "Wallpapers". The main content area features a large background image of a mountain range under a starry sky. The text "Unsplash" is prominently displayed, followed by the tagline "The internet's source for visuals. Powered by creators everywhere." Below this, the Squarespace logo is visible with the text "Start your website with Squarespace today."



The screenshot shows a Mailchimp advertisement. It features a top-down view of a person's hands typing on a laptop keyboard. The laptop screen displays a colorful interface. To the left of the laptop is a spiral notebook with a pen, and to the right is a small potted plant and a cup of coffee. The text "Sponsored" is in the top left corner, and the Mailchimp logo and name are in the top right corner, along with the text "Reach the right shoppers and increase orders ↗".



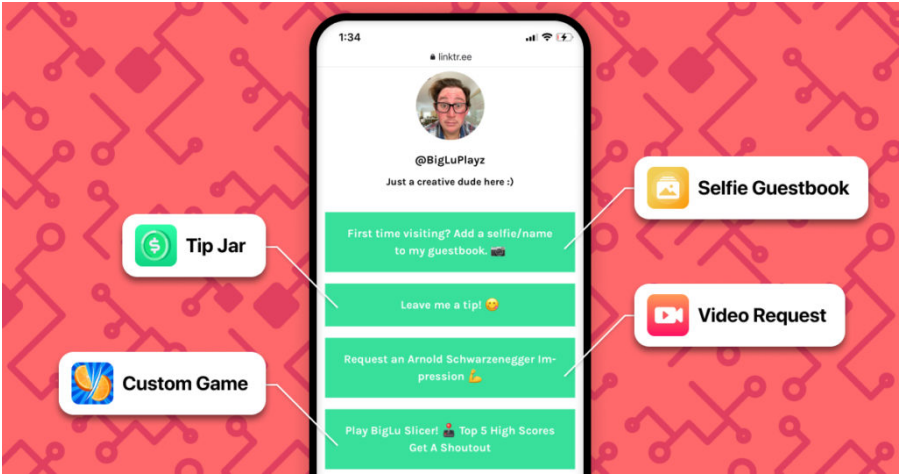
The screenshot shows the Pexels website homepage. At the top, there is a search bar with the text "Search for free photos" and a magnifying glass icon. To the right of the search bar is a "Join" button and a hamburger menu icon. The main content area features a large background image of a snowy mountain range. The text "The best free stock photos, royalty free images & videos shared by creators." is prominently displayed. Below this, there is a search bar with the text "Search for free photos" and a magnifying glass icon. At the bottom, there is a "Trending" section with the text "Trending: coffee, money, technology, christmas" and "Photo by Marek Piwnicki".



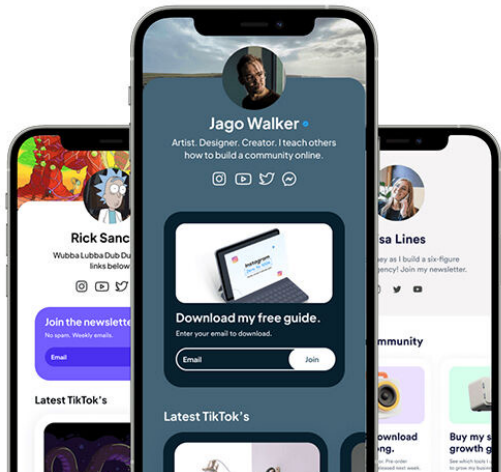
The screenshot shows the Pexels website navigation and search filters. At the top, there are navigation links: "Home", "Videos", "Leaderboard", and "Challenges". Below the navigation links, there is a search bar with the text "Free Stock Photos" and a dropdown menu with the text "Trending".

#7. LINKTREE OR ZNAPLINK

You have probably seen LinkTree if you have spent any time on social media. LinkTree allows you to create a landing page with a collection of links to easily direct your audience.



You can also check out this alternative, ZnapLink. I think it looks better, but LinkTree is the more commonly used platform.



THANKS FOR READING 🙌

Thank you for taking the time to download this PDF and read it. Hopefully, it has brought you some value and you learned a lot. From time to time, this PDF will be updated in order to stay relevant and keep up with trends. If you have any social media marketing questions, or just want to connect, email info@retune-marketing.com or follow @RetuneMarketing on social.