

# Social Media

## TIPS & ETIQUETTE

### Why Tag a Business, Brand, Or Person On Social Media?

There are three reasons you should consider tagging on social media:

- 1.Publicity
- 2.Engagement
- 3.Growth

### School is Easy Partners Guide to Strategic Social Media Tagging

Social media can be a powerful tool for promoting your School is Easy franchise and connecting with your customers, schools, and people while promoting your location, tutors, and services. Utilizing strategic tagging can significantly enhance your online presence and engagement. But it also comes with some challenges and risks, especially in 2024 when the online landscape is constantly changing and evolving.

Are you ready to take your social media game to the next level? Well, you're in the right place because today, we're diving into the wonderful world of tagging. Tagging isn't just about adding names; it's an art that can boost your business's visibility, engagement, and overall online presence. So, let's get started!

KNOW YOUR AUDIENCE LIKE YOU KNOW YOUR MORNING COFFEE ORDER!

#### Tip #1: Know Your Audience:

Understanding your followers' preferences helps you tailor your tags to what they'll find interesting. Whether it's industry influencers, loyal customers, or even fellow schools, strategic tagging can help you connect with the right crowd.

#### Tip #2: Be Selective with Tags:

It might be tempting to tag every account remotely related to your business, it's crucial to be selective. Tagging should feel like a friendly invitation, not a bombardment. Focus on accounts that genuinely align with your content and mission.

ETIQUETTE ALERT: AVOID SPAMMING!

Avoid spamming! Nobody likes to be bombarded with notifications.

#### Tip #3: Mix It Up:

Variety is the spice of life, right? The same goes for social media tagging. Don't limit yourself to just tagging individuals; explore opportunities to tag locations, events, or relevant hashtags. This not only diversifies your content but also broadens your reach.



# Smart Strategies

## TAGGING PEOPLE & BUSINESSES

### Tip #4: Show Some Love:

Tagging isn't a one-way street. Engage with other businesses, influencers, or customers by giving credit where it's due. Share the love by acknowledging their contributions, collaborations, or even just their inspiring content. It's the digital version of a high-five!

Be genuine in your interactions. Authenticity goes a long way.

### Tip #5: Timing Is Everything:

Timing is key when it comes to tagging. Consider your audience's time zone and peak engagement hours. Tagging during these periods can increase the chances of your content being seen and shared. Experiment with different posting times to find what works best for your audience.

### Tip #6: Craft Engaging Captions:

A picture may be worth a thousand words, but a captivating caption can turn a scroll into a meaningful engagement. Pair your tags with interesting, relevant captions that encourage your audience to join the conversation. Encourage questions, opinions, or even a simple "tag a friend who needs to see this."

Keep it positive and inclusive. Develop a community, not just customers.

### So, how do you tag thoughtfully?

Tag thoughtfully or naturally and consider that it can boost views, as well as the reach and views for the people and businesses you're tagging. Avoid tagging people who aren't in photos. Some people, however, can "get away" with tagging people who aren't in a photo.

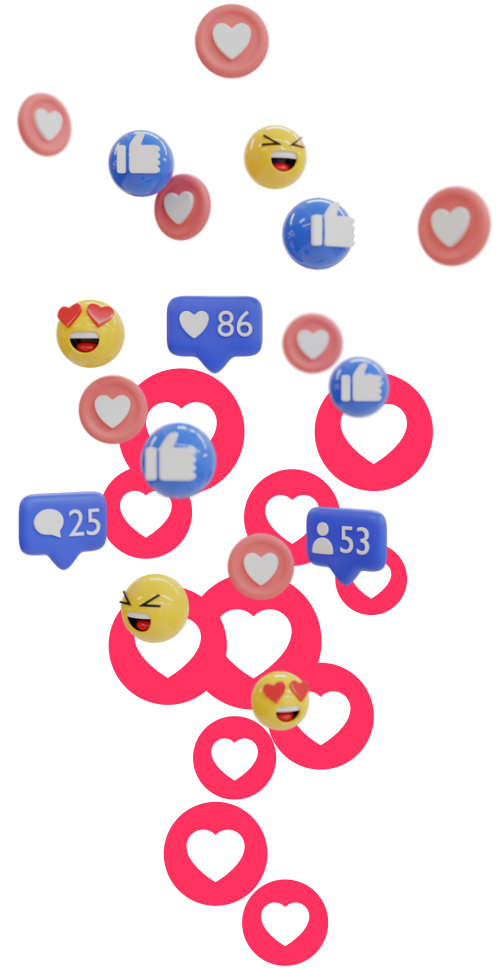
Various factors come into play in such situations.

- Do you have an established relationship?
- Is the content being shared relevant to the person being tagged?

A good indicator is the actions of the tagged person:

- Do they untag themselves? The tag was inappropriate or not relevant.
- If they like, comment or share the content in a positive way it was appropriate.
- If the person or business you tag unfollows you or blocks you it means it was a bad tag. You've overdone it.

Never tag a business or person that you don't know or haven't connected with previously as it will come across as spammy. It's the digital version of an unwanted SPAM CALLER call you on your cell phone. It all depends on the relevance of the content, timing.



# Tagging Triumph

## CROSS PLATFORM GUIDE

### Mastering Facebook & Instagram Tagging

Let's break down the main ways businesses can effectively tag on Facebook and Instagram.

#### Facebook:

##### 1. @ Mentions in Posts:

- Use the "@" symbol followed by the name of individuals, other businesses, or pages to mention and tag them in your Facebook posts.

##### 2. Tagging in Photos:

- Tag individuals, businesses, or locations directly in photos to highlight specific elements and enhance engagement.

##### 3. Tagging Events:

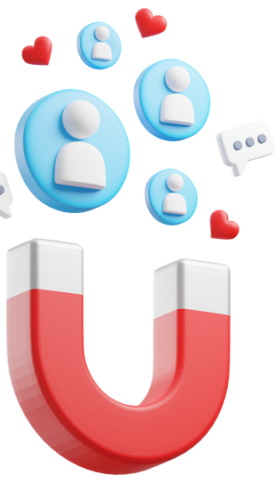
- When promoting or attending events, use the event tagging feature to link your post to the event page and broaden its reach.

##### 4. Location Tags:

- Add location tags to your posts to connect with local audiences and increase visibility among users interested in specific geographic areas.

##### 5. Encouraging User-Generated Content (UGC):

- Encourage customers to tag your business in their posts featuring your products or services, fostering authentic content creation.



#### Instagram:

##### 1. @ Mentions in Captions and Comments:

- Mention and tag other users or businesses using the "@" symbol in captions and comments to increase interaction and visibility.

##### 2. Tagging in Stories:

- Tag individuals or businesses directly in Instagram Stories to notify them and allow users to access their profiles with a simple tap.

##### 3. Location Tags:

- Add location tags to your posts to tap into local audiences and engage with users interested in specific geographic areas.

##### 4. Hashtag Usage:

- Incorporate relevant hashtags in your posts to increase discoverability within trending topics or niche communities.

Example SIE hashtags: #SchoolisEasy #SIE #StudySmart  
#BrighterFutures #LearnWithUs

