



## Tips for sharing posts on social media

Whether you have 10 or 10,000 followers on social media, the idea remains that all of our vendors will benefit from cross promotion. Imagine you share a post that gets just one friend to come to the market. If every vendor at that market has one friend show up, that's an impact. What if your friend saw your post and came out to buy your handmade soap then saw an awesome handmade bracelet they loved? That other vendor is benefitting from your shared post. This is a reciprocal relationship and VITAL to our small business community.

Marketspace pays for social media ads, but organic leads are typically more valuable than what our paid ads can achieve. That's why we have implemented a basic social media approach for even the novice user to follow:

1. If you haven't already, create a Facebook and/or Instagram account; Twitter if you're feeling adventurous. Think about which platform will best capture your audience. If you hold DIY classes or target an "older" demographic with families, go for Facebook. If photography is your forte, go with Instagram. If you're a witty writer with great click bait ideas, you belong on Twitter.
2. Download the Repost app. In case you don't want to drum up your own content, you can use this app to simply repost Marketspace posts. Don't worry, we have trained writers, editors, and search engine optimization (SEO) experts on staff. We don't mind you benefiting from our posts. Just give it a whirl. Get started for free here: <https://repostapp.com>
3. Use hashtags and geotags (locations). As a rule of thumb, use hashtags that are relevant to what you're selling, but don't have millions of photos under that tag. Stick to tags with less than 10,000 uses so you stand out longer. Geotags will surprisingly get you likes and follows from local folks. That's exactly what you want for an in-person market.
4. To create a cohesive brand for yourself, consider taking photos of your products on a white background or using a lightbox. You can also use our service for professional quality photos here: <https://www.marketspacevendorevents.com/product-photography>



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**Twitter:** @marketspacevend



## Tips for sharing posts on social media (cont.)

5. Maintain a presence. Use the Buffer app to schedule at least three times per week. If you don't have new content, repost one of your old photos that got a lot of likes or comments. Get started for free here: <https://buffer.com>
6. Engage like-minded users. Follow hashtags relevant to your brand. Like other brands' posts and leave comments. Spend about a half hour on social media engaging other users before you create a new post. You will get more likes and follows this way. You can also check the Insights tab to see when your audience is most active and post accordingly.
7. Answer every comment, even the ones that look like spam. Instagram has an algorithm that will allow you to show up in the feed more often if you have more comments.
8. Consider hiring someone to create a logo for you. We can recommend a service for this, or an app if you'd like to DIY.
9. Consider reposting other makers or form a group and agree to repost each other on certain days of the week. **#FollowFriday** is an awesome way to establish a community!
10. Use the Stories function to talk about real life. We don't mean talking about the doom and gloom, but letting your followers see you as a real person will go a long way!
11. Always give a takeaway in your posts. Is it info on your next Marketspace market, where to buy your product, or a stylized example of the latest must-have handmade products for today's organic, sustainable home? Run with that.



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