

**Ways to use social media for your blog**  
**From class 2.18.15**

**Report:**

- Keep everything short and sweet and use key words
- Keep it relevant
- Live blogging
- Visuals – posting regularly

**Promote:**

- Using visuals
- Share your post
- Hashtags – tags on a Twitter post and they'll see your post
- Ask people to share

**Connect:**

- Include a comments section; you should join the conversation
- Reach out to someone in your industry – try to get a big name
- Polls, have a conversation
- Do something interesting; get your audience interested