

**The beauty of social media is that the image of your firm, or you as a professional, is controlled. Active social media accounts increase your SEO, keep you top-of-mind, show that you are involved and educated, and creates a competitive advantage over your competitors.**

Your firm's website should be professional – 100%. Your firm's social media should be professional and human, reinforcing your niche and unique brand.

Important elements to remember when using social media are:

frequency of posting – at least once a week for professional posts, and don't forget about charitable events, photos of you and your team getting involved in and out of the office as a team, and don't forget holidays!

using a consistent voice – every post should read with the same tone – one post shouldn't sound like Shakespeare wrote it, followed by Dr. Suess, followed by Stephen King. Get it?

Sharing the right message with right audiences – every post you put in LinkedIn is OK for Facebook, but every Facebook post may not be OK for LinkedIn. Also, you need to decide on the right mix of channels and content for your firm/industry focus – Facebook, LinkedIn, Twitter, and Instagram.

**We have the technology and tools to efficiently and effectively manage your social media, we set up your accounts with effective names/handles, populate your profile with your info, proof the posts and check for ethical concerns, create your voice and use effective imagery when posting to engage your audience, manage likes/comments/questions and other interaction with the market. We devise strategies to increase your presence, likes, communication with others and analyze the metrics.**