General Help with Using Social Media to Reach out to New Customers

**Twitter:**

Users will find you based on what you tweet about and what hashtags you use

Tweet at least once a week and users should start to find you

Use relevant hashtags

Hashtags: A rundown

Hashtags (#) are what social media sites use to organize your posts. When you use a hashtag it should contain the subject matter of

Choosing your hashtags

Keep them short and broad

Make them relevant

Examples:

Articles:

https://sproutsocial.com/insights/create-a-hashtag/