List four social media sites on which you can market your website:

Twitter/X, Facebook, Instagram, and TikTok

Choose one of the social media sites you listed and explain the specific steps you could take to market your website:

The site that I would choose to make a social media campaign on would probably be Instagram, because it is one that I use more often than the rest. Some steps I would take to market my website on there is start by learning more about the Instagram algorithm so that I could better understand how the site provides content to users. I would then start a new account and follow some accounts that have content that relate to the items I sell. Then I would start posting videos were I start posting videos that glorify the items I sell like “Top 5 Tech Items I didn’t know I needed” and they would show me or my friends using the stuff on the site and talking about how great it is and then have “and you can find this at the link in the bio”. I would try to post often to show up in more feeds and include keyword hashtags on the posts to try to have them recommended to more people.