



*Design for Living*  
TURN YOUR PASSION INTO PROFIT

# Weekly Social Media Strategy:

Choose at least **5** images from an online magazine, or other public website with a theme in mind

Save them to your computer and rename them with your keywords  
"interior designer, your city, custom window treatments, your name..."

Create a blog post with the new pics and short descriptions using keywords  
**Then from your blog:**

Tweet one picture a day

Pin one picture a day

Post Article to Facebook



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TRADITIONAL HOME DESIGN INTERIORS

# Social Media Resources:

Social Media has become a critical part of any business. These are my favorite sites and resources to maximize your exposure and engage with your clients and potential clients.

**Buffer.com:** This is my new favorite social media tool! It's a free site where you can schedule all of your social media posts at one time. Simply connect your top 3 pages (Facebook business page, your business Twitter account, and Pinterest) and then write your posts. They will suggest times and strategies. It's simple and it allows you to see where your traffic is coming from.

**Twitter:** schedule your tweets for the whole week. I use Tweetdeck to schedule my tweets, follow my competition and I have it connected so every tweet is automatically posted to Facebook.

**Facebook:** You should have your personal account and a business page. Invite your friends to "like" your business page and ask for their help in spreading the word about your business. (It's less pushy this way and everyone likes to help out their friends.)

**Pinterest:** Pins should start on your website. By saving them to your computer and renaming them first, then posting them on your website, you can make sure that followers are redirected to your website. Titles like "Designer sofa from Traditional Home," or "Interior Designer Chelsea Coryell from Snohomish WA loves this custom red sofa." Use similar keywords in your descriptions. (Search engines can only read text, so let clients who are searching find them, and you.)

**Google+:** Post your articles on Google+ Monday and again on Friday. It's the best way to get Google to notice you.

**Keywords:** Anything that a potential client might type into a Google search bar when looking for you.



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TURN YOUR DREAMS INTO REALITY

# Sample Social Media Schedule:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Choose 5 images and save them to your computer. Write short blog post with new descriptions and titles.	*Post to Google+  Schedule via <b>Buffer.com:</b>  *individual tweets *Pin a Pic from your blog *Tweet...	Post article to Facebook  *Pic a Pic from your blog  Tweet...	  *Pin a Pic from your blog  Tweet...	  *Pin a Pic from your blog  Tweet...	Post on Google+ again.  *Pin a Pic from your blog  Tweet...	Relax!

Make sure your articles and pictures don't appeal to the DIY'ers. Talk about your vast knowledge of design and different ways that you help your clients. **"I love to use beautiful custom sectional sofas in the family rooms of my clients. It creates a home theatre feel."**