



Getting the Most Out of Your Social Media Accounts



Social media is a great tool to **reach consumers** and **interact** with them, creating meaningful relationships and loyal customers.

#MyBarrhaven

The Barrhaven BIA is proud to offer promotional services to all of our members.

While posting on your own Facebook page may help spread the word to your existing customers, cross-promotion with the BBIA will help you reach new clients.

Using the #MyBarrhaven within your posts and tagging @BBIA will ensure that we see and share your post with the Barrhaven community!

Benefits of Social Media Use

- Free advertising
- Builds brand awareness
- Reach new customers
- 24/7 access



Why is 24/7 access important?

Running a business takes a lot of work - so let social media do some of it for you!

You don't have to interrupt your busy day to make a Facebook post - posts can be scheduled in advance and delivered at a time convenient for your business' needs.

You can use your social media account to interact one-on-one with potential customers. This accessibility is a huge step in providing excellent customer service.



The world of social media can be overwhelming!

With so many options available to you, it's hard to know which platform is the best fit for you and your business. The Barrhaven BIA is here to help!



Visit
calendly.com/bbiarachel
to book an appointment with our
social media specialist!

OPTIMIZING YOUR SOCIAL MEDIA EXPOSURE

BOOK NOW!

Book a one-on-one meeting for a social media feature story on our digital platforms.

Visits will include an interview and pictures of the business.

FEATURE STORIES WILL BE
ON OUR WEBSITE AND
FACEBOOK PAGE!

- 1 SHOWCASE YOUR BUSINESS**
- 2 FREE ADVERTISING**
- 3 REACH NEW CUSTOMERS**

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