



Social Media Hacks

FACEBOOK

1. Build Relationships with those you come in contact with
2. Use Groups to become a helper and evangelist of your brand
3. Use Happy Birthday DM to get a conversation started with someone.

TWITTER

1. You can be more irreverent here.
2. Leverage Real-Time Events like sports to engage new users
3. If you pay attention, eco-systems form around users with common interests.

LINKEDIN

1. You do not have to or want to share so much personal info.
2. Don't send SPAM DMs with a cold pitch. Be different.
3. Leverage publishing a newsletter that users can subscribe to that will generate notifications on the app.