

# MUST HAVE

## Social Media Tools for Small Businesses



### TWITTER

Use Twitter to build connections with a relevant audience. These connections can lead to actions across a network of loyal customers for your business.

### FACEBOOK

It's a great opportunity for a company to make online sales, get a following around the brand, create a platform where customers can discuss the products.



### INSTAGRAM

Instagram's highly curated and personal environment, the content is seen as trustworthy, authentic and relevant, and subsequently, more likely to inspire action.



### TUMBLR

Tumblr is the best place for creators to find an audience for their content. There are over 200M blogs publishing 80 million posts per day.



### PINTEREST

Pinterest is an online tool for collecting and organising images, has become important for some, particularly designers.

