

# Southern Illinois Now Social Media Quick Tips

Stay connected with SI Now by liking and following our Southern Illinois Now accounts on all social media platforms where we will be sharing the good in Southern Illinois and advancing our region as a great place to live, work, and do business.

**Facebook, LinkedIn & Instagram** @SouthernIllinoisNow

**Twitter** @SouthernILNow

## Engagement

Hashtags are a great way for people to search for topics on social media platforms that have a common theme. Use #SouthernIllinoisNow to help us expand our reach outside of our network and spread the word about our initiative.. Any time you post or share SI Now related content across any social media platform, don't forget to tag us and use #SouthernIllinoisNow.



### Facebook

#### Social Engagement

- Follow and like our Facebook page Southern Illinois Now
- Help us grow our following by sharing the SI Now page on your personal and business Facebook pages and by sharing with your friends and colleagues
- Engage with us by liking, reacting, and sharing our posts, and creating your own posts telling your Facebook friends about our initiative
- We encourage you and your businesses to also post news links, success stories, and photos to the Southern Illinois Now Facebook page



### Instagram

#### Image, Video, & Interest-Based Follows

- Follow our Instagram page, @southernillinoisnow
- Like our posts, share our content to your stories, and send our posts to your friends or colleagues
- Create your own posts telling your Instagram following about us and our mission by tagging us
- Comment on our posts to increase our engagement
- Tag your friends in our posts to increase our following and page views
- Tag us in content you'd like us to see



### Twitter

#### Brand Engagement

- Follow us on our Twitter page @SouthernILNow
- Like or retweet our tweets to your share them to your Twitter feed and profile
- Post tweets about our mission and tag us so we can retweet your tweets, and tag us in your posts while using #SouthernIllinoisNow



### LinkedIn

#### Niche & Industry Networking

- Follow us on LinkedIn @SouthernIllinoisNow
- Comment and tag your colleagues on our posts to increase our engagement
- Share our page to your profiles while tagging us to help us build our network

