



# SOCIAL MEDIA 101

## 3 best practices during times of crisis

### 1. Post verified facts

Check to make sure the articles you're posting from are respected media outlets. Examples include *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The Economist*, *USA Today*, CNN and Bloomberg.

### 2. Tone matters

Seek to educate, not scare. If you post to social media or write a blog, be sure that it's solely meant to give important information that can help your clients and prospects.

### 3. Avoid creating or sharing memes

A meme is an image, video or piece of text that is intended to be humorous and spread rapidly on social media. But during chaotic times especially, memes only provide ideas in the simplest most baseless form. Again, focus on educating and helping your clients and prospects instead of posting memes that add no value.

### Get savvy with social

Have questions or want to learn how Peak Pro Financial can help you leverage social media to grow your practice? Call your Sales Development Advisor or email [marketing@peakprofinancial.com](mailto:marketing@peakprofinancial.com).