

Main Takeaways

- 1 Know what you want to achieve.
- 2 Keep it simple.
- 3 Always include a Call-to-Action (CTA).
- 4 Make a monthly calendar to get a visual of posts.
- 5 Designate a social media person or representative or dedicate time.
- 6 Be consistent with brand imagery and messaging.



Terrebonne
GENERAL HEALTH SYSTEM