

# MUST HAVE

## Social Media Tools for Small Businesses



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### TWITTER

You can 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

Facebook is 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.



### LINKEDIN

750 million+ members. Manage your professional identity. Build and engage with your professional network. Access knowledge, insights and opportunities.



### TIKTOK

Trends start here. On a device or on the web, viewers can watch and discover millions of personalized short videos.



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