It got me thinking. Why DO people use social media?! While most of us understand that being on social media for our small business is a worthwhile marketing endeavor we don't always necessarily consider why our audience is on social media in the first place, which is ironic because that may be the most important thing to consider.

Social media comes down to a simple basic human desire: the need to connect with other humans, to be part of a group. Social media came about at a time after the world had, in many ways, become one. Technology and the Internet have made it so we can connect with if you use social media you need to engage with your customers, involve them in a dialogue, and ask them for their opinions. Post a picture of two items you are considering carrying in your store and ask customers which one they like best. This creates a dialogue which leads to shared posts which leads to engaged followers. Plus, if you follow this example, it will also lead to enhanced margins because your back and forth conversation will prevent you from buying the item that won’t sell as well. Images Are Key. Another thing to consider is that the most commonly-shared content on social media