




How to use social media to promote your business

Promoting your business on social media has become an absolute must. But where do you start? We have created our 5 top tips to help you to use social media effectively as a Tobermore Registered Paving Contractor.



1. Make sure you follow Tobermore

Follow the Tobermore social media channels for the latest news and updates

-  Facebook <https://www.facebook.com/tobermore.concrete/>
-  Instagram – <https://www.instagram.com/tobermorehomeowner/>
-  Twitter - <https://twitter.com/Tobermore>



2. Tag Tobermore

The easiest way for us to see your projects and share them to the Tobermore social channels is to tag us



How to tag Tobermore on Facebook

- Click 'write a post' and start typing your post
- To tag another business, start by typing the @symbol and the business page's name i.e. @Tobermore
- Ensure there are no spaces between the symbol and the company name
- Scroll through the tagging options Facebook gives you and select the correct page to tag
- Within your caption detail the Tobermore products used in your job and let us know where the project is located – town/city
- Upload your project photos
- Post to Facebook



How to tag Tobermore on Instagram

- On your Instagram profile, click on the + symbol to select a photo to share and click 'next'
- We don't recommend you add a filter to your photos as this may change the colour of the product
- Add a caption and the @symbol followed by the Instagram account name i.e. @tobermorehomeowner
- Ensure there are no spaces between the @symbol and the account name
- Within your caption detail the Tobermore products used in your job and let us know where the project is located – town/city

3. How to take good photographs for social media

- Take photographs in landscape orientation
- Avoid shadows – ensure the photos are taken in good daylight with minimal shadows
- Clear the clutter – make sure to clear away any tools or equipment before taking a photo of your finished job
- Take a range of photos – photograph the finished job from different angles. It's also good to include a 'before' photograph for comparison.
- We love to see photos of happy customers and their finished project too



4. Join the Tobermore Registered Paving Contractor Facebook Group

- This group is exclusively for Tobermore Registered Paving Contractors to share photographs of their completed Tobermore projects and exchange information with other contractors.
- We will also use this group to share the latest news from Tobermore and offer monthly competitions
- As a registered contractor we can provide you with a Tobermore cover image for your own Facebook Business Page



5. Ask for help!

If you have any questions about using social media to promote your business, contact the Tobermore Team via the Registered Paving Contractor Facebook Group. Send us a direct message and we will be happy to help.

