SOCIAL MEDIA TRAINING

- [ ] Embed shop links to social profiles
- [ ] Create an effective call to action button on your profile (call, email, shop, visit)
- [ ] Add banners and badges to your profile
- [ ] Update bio and about us sections on profiles

MARKETING YOUR SHOP

- [ ] Access our pre-designed templates or create your own content
- [ ] Use our pre-written captions or write your own
- [ ] Share the exciting news on social media!
- [ ] Follow our marketing guide with the best social media practices
- [ ] Keep marketing efforts continuous by using our 12-month content calendar full of ideas
- [ ] Submit a collaboration post or idea to our portal so we can collaborate and cross-market!

ACCESS RESOURCES

- [ ] Marketing Tool Kit
- [ ] Seller Guide
- [ ] Listen to previous Main St. Collective Calls
- [ ] Pre-Written copy and captions (Customizable!)
- [ ] Pre-Designed Canva graphics (Customizable!)
- [ ] 12 Month social media calendar