

Social Media Guide

Don't forget to engage with prospects and customers on your business' Facebook, LinkedIn and Twitter. Get tips and sample posts to start the conversation with your online communities about Cytracom VoIP.

Platform Overview

Twitter: Twitter is a great platform to share news and stay current with your online audience. It's a fast-paced, global conversation about what's happening right now. Tweets must be 280 characters or less and should include a next step for the reader, like a link to a piece of content or call to action. You may also add images to posts to attract attention.

On Twitter, posts should have a "breaking news" tone and quickly communicate value to the audience.

Facebook: Everybody knows Facebook. But what you may not know is that with more users than the population of China, it is one of the most important platforms businesses can use to engage with customers.

On Facebook, audiences want a behind-the-scenes look into who you are and what you're doing to help other customers.

LinkedIn: Think of LinkedIn as Facebook for your professional networks. This is where you connect with your core community, talk with other insiders, and network with other professionals. It's like an industry conference with nearly 350 million attendees.

On LinkedIn, audiences are looking for industry authorities and understanding of the industry landscape.

Here are a few sample posts you can use to get started promoting Cytracom Voice over IP. Stay tuned for new campaign content you can share in the future.

Sample Posts

Post As-Is

Copy these and post them to your online community. They link over to our Solution Brief to give your customers information about the benefits of Cytracom Voice over IP.

Did you know? We are a certified reseller of Voice over IP from @Cytracom. Learn more about #voip bit.ly/2kdpwmm

We scoured the market for the best #VoIP solution—and partnered with @Cytracom to bring it to you. Learn more bit.ly/2kdpwmm

Stop wasting money on your phone system. See how @Cytracom Voice over IP makes it easy: bit.ly/2kdpwmm

Customize & Post

Use these posts, but include your own call to action to give customers an opportunity to contact your company. You can use a free link shortening service, like bitly.com to shorten the link to your website's contact page.

Spending too much money on your phone system? Let's audit your bill to see if #voip makes more sense. [\[insert link to company contact page\]](#)

Say goodbye to long-term contracts and hello to better business phone service. Get in touch to see how. [\[insert link to company contact page\]](#)

Never miss a call again. With #voip, connect with customers from your desk or on the go. See how it fits your business. [\[insert link to company contact page\]](#)