

At Tampa Managers Institute you can learn to utilize social media and attract more business?

Why familiarize yourself with online media?

- It is 2025 and there is no denying everyone is online. The world is at everyone's fingertips. Your customers are scrolling all day. You've procrastinated long enough.
- Your competition is already online and is getting the eyes of your potential customers.
- You must establish a presence for yourself professionally. Customers will search you up before speaking with you. Having content out there will have them become familiar with your personality before ever meeting you.
- You should provide an online informational resource for the management companies and managers that trust you.

Some initial adjustments you must make:

- Evaluate your LinkedIn profile. Make it very professional and thorough. Have a nice profile picture.
- Make sure your company / employer has a LinkedIn profile that can be tagged on posts.
- Make sure you have access to social media platforms on your cellphone.

Your assignment at each Tampa Manager's Institute meeting.

- Commit to posting on LinkedIn after each meeting.
- Take pictures at the events / meetings. Edit the pictures so they are cropped nicely and have good color.
- Make sure you get the peoples' names you take a picture with.. so you can tag them.
- If you will not make your own post just yet, please commit to "liking, sharing, and or commenting" on someone else's post. This is SUPER important. The more you engage and "LIKE, Comment, and SHARE", the more your own posts will be shown to others.

Hashtags and Tagging...

- Tagging is when you start to highlight someone's name or a company's name by using the @ sign just before typing the name. For example if you want tag me, you start with @Karel... My name should pop up automatically and then you just tap my name. Tagging gets your post in front of my network.. Yes, the more people and companies you tag, the more eyes your posts will get. See my profile for examples of how I use this feature.
- Hashtags are basically topics. People follow hashtags such as #communitymanagement #hoamanager #floridalaw #paintingcontractor #engineering, etc etc.. depending on your post, you will use different hashtags.

Let's make a commitment in this group to really engage in posting and tagging each other for 2025. Nobody will be going viral overnight, but you will start to see a serious difference in engagement and the amount of interest and leads you generate. Let's make **Tampa Manager's Institute** the super group all others want to be a part of.

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