

SOCIAL MEDIA RESOLUTIONS

As you set resolutions for the New Year, be sure social media makes the list with a commitment to enhancing your digital presence. Whether your pages were filled with content or remained quite sparse in 2013, give them the attention they deserve with the 2014 social media resolutions below.

► LOOK GOOD

When it comes to graphics, keep it eye catching, engaging and in high resolution. You never get a second chance to make a first impression. Take a moment to review the graphics on your pages paying special attention to the image most prominently featured – your profile picture.

Once your profile picture is complete, don't be afraid to populate your news stream with timely images. Graphics tied to holidays, events and other professional interactions are wonderful ways to connect with your community and spark a conversation.

► STAY HEALTHY

Many of us endeavor to get fit in the New Year, the same goes for your social media presence. Now is the time to review your pages and cut down on unnecessary clutter. There is a fine line between robust and simply "too much."

Don't deter your audience with long paragraphs of information that may be daunting. To retain visitors, make your profile descriptions short, sweet and to the point by condensing high-level thoughts into organized bullets.

► TRY SOMETHING NEW

It is easy to get stuck in a 'sharing pattern' on social media by consistently sharing the same type of posts. Be conscious of your pattern to ensure you are sharing and posting a variety of items. Your audience wants to see a mix of graphics, links to news, relevant video, and general status updates. A variety of different posts make for a healthy content mix, ultimately resulting in higher levels of engagement on your page.

► GET ORGANIZED

A steady course of content is key to cultivating and retaining your audience. You should commit to posting at least once a day to keep visitors engaged. Experts recommend allotting 5-10 minutes per day and remember timely items are usually best!

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webinar schedule

Social Media Predictions for 2014

Hosted by Social Media Today

View the Webinar at: <http://bit.ly/JNc7gf>

Influence People With Social Media

Hosted by Social Media Examiner

View the Webinar at: <http://bit.ly/1YWCh5>

Leveraging Social Data

Hosted by Social Media Today

View the Webinar at: <http://bit.ly/1eKxBUk>

"Social media is here. It's not going away; not a passing fad. Be where your customers are: in social media."

-Lori Ruff, CEO at *Integrated Alliances*

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ENTREPRENEUR

5 SOCIAL MEDIA PREDICTIONS FOR 2014

BY RICK MULREADY – 12/16/13

“One of my favorite things to do this time of year -- in addition to spending the holidays with friends and family -- is to look back on the year that was and also look ahead to what the New Year holds in store.

When it comes to the state of social media, the past year could be summed up in a few words: real-time marketing, content, video and mobile. In a space that's continuously changing and technology that's advancing quickly, it can be a challenge to know where you should be spending your social-media efforts.

Understanding what's ahead can help overcome these frustrations. Here are my top five predictions for where we're heading in social media in 2014...”

[CLICK HERE](#) TO READ THE FULL ARTICLE

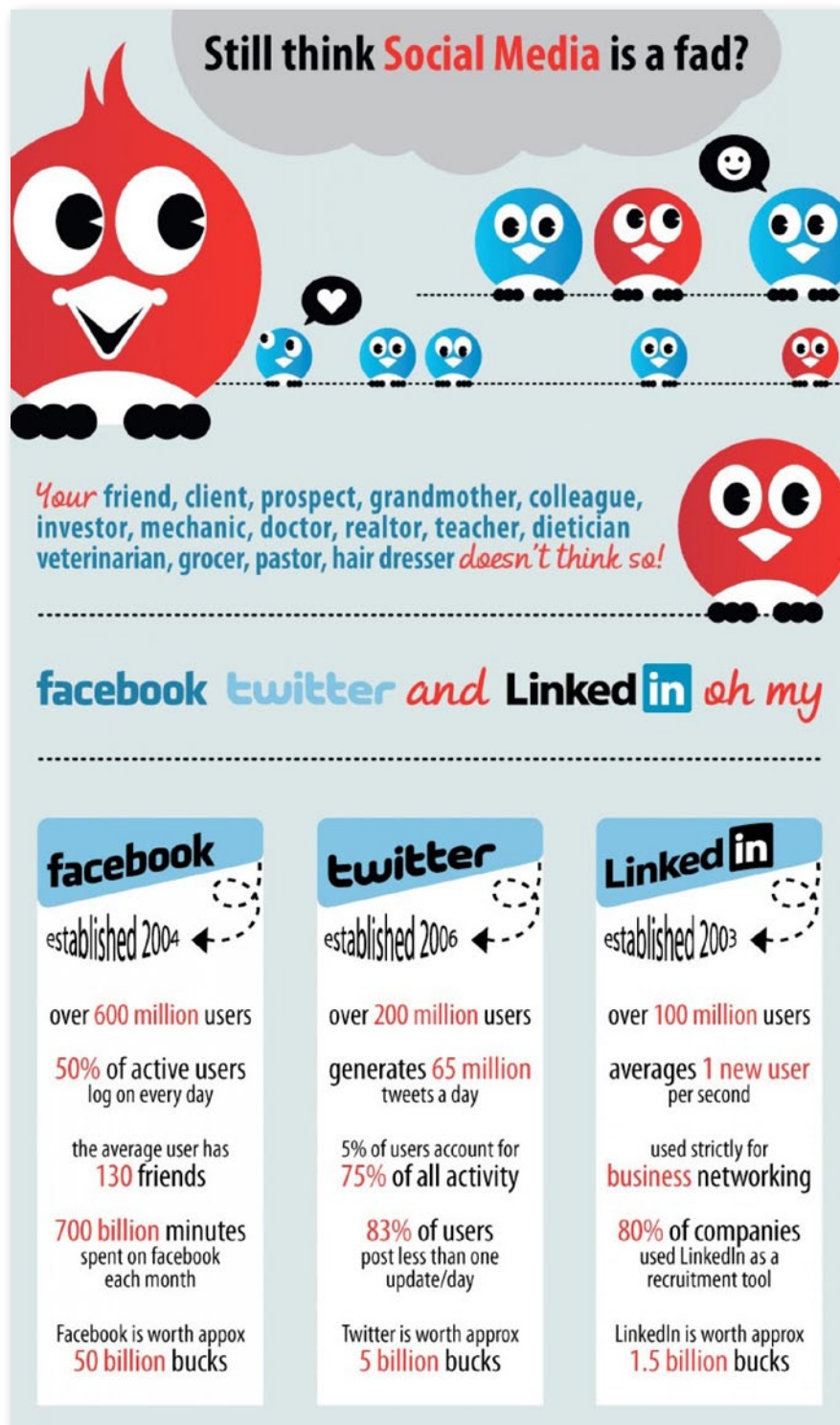
INC.

5 PREDICTIONS FOR SOCIAL MEDIA IN 2014

BY DAVE KERPER – 12/18/13

“It's the most wonderful time of the year. My kids are excited about the presents to come from Santa. The snow is falling outside my home in New York as I write this, and it isn't even dirty city snow and slush yet. And what would December be without predictions for the coming year?

Here are my five predictions for social media in 2014, and what they mean for your business...”

[CLICK HERE](#) TO READ THE FULL ARTICLE


Source: Visual.ly

additional resources

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Additional education and resources to help you get started or maximize your social media efforts may be found on: [WS Intranet > Marketing > Social Media](#)

Discovered a resource or tool you would like to share? Send it to socialmedia@wedbush.com

Questions? Contact Brittany Price at (213) 688-8057 or brittany.price@wedbush.com