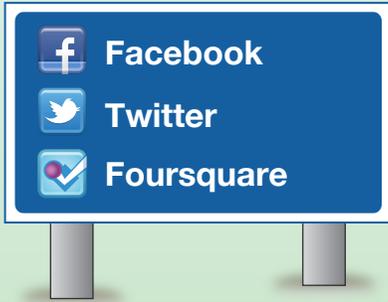


SOCIAL MEDIA BEST PRACTICES FOR DEALER PARTNERS



1 CLAIM YOUR PAGE

-  Create a Place Page within your personal account.
-  Claim your Twitter handle with your dealership name.
-  Claim your venue. Link each of these new accounts to your dealership website.

2 CREATE YOUR PROFILE

-   Use a logo or update top selling car images for your profile picture. Fill out as much information about your dealership as possible within each profile page, including the correct phone number, address and city details
-  Designate managers for your page

3 POSTING

-  Use the photo upload template, and include up to one sentence and a photo in each update.
-   Do not post more than 2x/day. Post about your makes and models as well as specials and incentives to gain more “likes” and followers.
-  Run specials for those who check-in (10% off a service with minimum spend, etc.) Remember to also promote upcoming sales.

4 FOLLOWERS

-  Make sure to “like” and respond to other user comments and brand pages. Mention your dealership in your posts using the @ sign (i.e. @edmunds).
-  Always reply to people who reply to your tweets. Mention other automotive authority sites in your tweets using a hashtag (i.e. #edmunds). Follow all your major followers back and search for local area users to follow, as well.

5 MONITORING

-  Make sure to respond to and address mildly offensive comments, but do not delete them. But do delete outwardly offensive comments from your wall.