

SOCIAL MEDIA TIP - MARCH 2020

**SHARE A LAUGH**

#WestColfax



**Humor is a  
powerful  
communicator.**

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**Being serious has its place  
and so do jokes.**

Getting your audience to laugh is part of the reason they will share your content and come back.



- Engage your audience
  - It's okay to poke fun at yourself
  - Don't sweat perfect punctuation - that's part of the fun!
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