

Support Local
Small Businesses!

Reppert's

Own Made Candies

Chocolates, Candies & Gifts for Valentine's Day, Easter, Mother's Day, Halloween, Thanksgiving, Christmas & Wedding Gifts. *Large selection of new products!*

610-689-9200
info@reppertscandy.com
www.reppertscandy.com



2708 W. Philadelphia Ave., Oley, PA 19547

SPRING CLEAN YOUR SOCIAL MEDIA FOR 2026



SOCIAL MEDIA TIPS

By Theresa Mintzer

Spring is a great time to refresh your social media and make sure your profiles are up to date. Many potential customers will check your social accounts before visiting your website or contacting you, so it is important to make a good first impression.

Branding: Your branding should be consistent across every platform. Use the same logo, colors, and tone so visitors can easily recognize your business.

Information: Make sure all your information is accurate and complete. Check your hours, contact details, and any seasonal services or updates.

Content: Posting regularly helps your business stay visible. Take time to plan your content for the next month so you are not scrambling for ideas. Most platforms allow you to schedule posts in advance.

Images and Video: Strong visuals help your posts stand out. Use clear images and include short videos, when possible, since video content continues to perform well on most platforms.



Engagement: Respond to comments, tags, and messages. Social media is a conversation, and engagement helps build trust while increasing your reach.

Keeping your profiles updated helps create a professional, welcoming presence online. Need help putting this into practice? I offer social media coaching to guide you through the process. Visit mintzersolutions.com to learn more and schedule a session.



DESIGN · MANUFACTURING · INSTALLATION · SERVICE

Signature Sign Inc.
610.775.0851
FOLLOW US ON

Celebrating our
55TH
ANNIVERSARY

PROJECT IN PROGRESS >>>

3,800 SF CHURCH BUILDING ADDITION
ARCHITECTURAL PROJECT VISUALIZATION

MUHLENBERG GREENE ARCHITECTS

MG-ARCHITECTS.COM

ARCHITECTURE | DESIGN | PLANNING