Graphical user interface, website

Description automatically generated

**Extra Bonus Materials**

**AdRoll:** [The Ultimate List of Social Media Resources](https://www.adroll.com/blog/marketing/the-ultimate-list-of-social-media-resources)

**Instagram**

**Eclinher:** [Instagram Cheat Sheet](https://eclincher.com/instagram-cheat-sheet-14-tips-for-better-engagement-infographic/)

**Hootsuite:** [21 Best Instagram Marketing Tips for 2021](https://blog.hootsuite.com/instagram-marketing/)

**Instagram:** [Guide for Businesses](https://business.instagram.com/getting-started)

**Twitter**

**HubSpot:** [Twitter Marketing in 2020 Ultimate Guide](https://blog.hubspot.com/blog/tabid/6307/bid/25084/the-ultimate-cheat-sheet-for-expert-twitter-marketing.aspx)

**Linchpin:** [2021 Twitter Cheat Sheet to Increase Engagement](https://linchpinseo.com/infographic-twitter-tweet-cheat-sheet/)

**Twitter:** [Small Business Resources](https://business.twitter.com/en/resources/small-business.html)

**Twitter:** [Crisis Communication for Brands on Twitter Guide](https://business.twitter.com/en/resources/crisis-communication-for-brands.html)

**Twitter:** [Video Resources](https://business.twitter.com/en/resources/video.html)

**Facebook**

**Eclincher:** [7 Tiny Tricks for Better Organic Reach on Facebook Cheat Sheet](https://eclincher.com/facebook-cheat-sheet-7-tiny-tricks-for-better-organic-reach/)

**SmashBalloon:** [Ultimate Facebook Cheat Sheet](https://smashballoon.com/ultimate-facebook-cheat-sheet/)

**Facebook:** [Business Resource Hub](https://www.facebook.com/business/resource)

**TikTok**

**Influencer Marketing Hub:** [The Best Times to Post on TikTok](https://influencermarketinghub.com/best-times-to-post-on-tiktok/)

**Near:** [TikTok for Business Beginner’s Guide](https://www.nearcreative.co/blog-entries/2020/7/20/your-tiktok-for-business-cheat-sheet-a-beginners-guide)

**TikTok:** [Small Business Resource Center](https://www.tiktok.com/business/en/smbcenter)

**LinkedIn**

**LinkedIn:** [The Sophisticated Marketer’s Guide to LinkedIn](https://business.linkedin.com/marketing-solutions/success/ebooks-and-guides/the-sophisticated-marketers-guide-to-linkedin)

**LinkedIn:** [Small Business Resources](https://business.linkedin.com/grow/resources)

**SocialBakers:** [The Ultimate Guide to LinkedIn for Business](https://www.socialbakers.com/blog/linkedin-for-business)

**SEO**

**Marketo:** [Best Practices for On-Page Optimization SEO Cheat Sheet](https://blog.marketo.com/2017/12/seo-cheat-sheet-best-practices-page-optimization.html)

**Neil Patel:** [SEO Cheat Sheet to Steal Your Competitor’s Rankings, Traffic and Leads](https://neilpatel.com/blog/seo-cheat-sheet/)

**Employee Engagement**

**Axero:** [Employee Engagement Cheat Sheet with 499 Ideas](https://axerosolutions.com/blogs/timeisenhauer/pulse/206/499-employee-engagement-ideas-the-ultimate-cheat-sheet-your-team-will-love)