



# 40+ PLACES TO PROMOTE YOUR BUSINESS FOR FREE

## PARENTS IN BIZ

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## What is Instagram?

Instagram is a free photo and video sharing social networking app. Just like other social networks, you can interact with other users on Instagram by following them, being followed by them, commenting, liking, tagging and private messaging.

*Various ways to share your content:*

- 1 Instagram Posts
- 2 Instagram Stories
- 3 Instagram Live
- 4 IGTV
- 5 Reels

## What is Facebook?

Facebook is a social networking website where users can post comments, share photographs, videos and post links to news or other interesting content on the web, chat live, and watch short-form video. Private message Facebook is always changing and involving you can stay updated on all Facebook news here > <https://www.facebook.com/business/news>

*Various ways to share your content:*

- 1 Facebook Posts (Images and Videos)
- 2 Facebook Live
- 3 Facebook Groups
- 4 Facebook Messenger
- 5 Facebook Messenger Bots
- 6 Facebook Shop
- 7 Facebook Stories
- 8 Facebook Page Stories
- 9 Facebook Messenger Stories
- 10 Facebook Watch Parties
- 11 Facebook Events
- 12 Facebook Market Place

### What is Pinterest?

Pinterest is a visual discovery engine for finding ideas like recipes, home and style inspiration, and much more. Pinterest allows users to share images and videos associated with project, goods, and services, and to discover new interests by browsing images others have posted visually.

*Various ways to share your content:*

- 1 Pinterest (Images and Videos)
- 2 Pinterest Communities
- 3 Pinterest Tribes
- 4 Pinterest Group Boards

### What is Twitter?

Twitter is an online news and social networking site where people communicate in short messages called tweets. Tweeting is posting short messages for anyone publicly and those that follow you.

*Various ways to share your content:*

- 1 Twitter (Images and Videos)
- 2 Twitter Hours
- 3 Twitter Groups

### What is YouTube?

YouTube is the most popular video-sharing platform and the second largest search engine behind Google Search.

*Various ways to share your content:*

- 1 YouTube
- 2 YouTube Live

### What is Snapchat?

Snapchat is a photo messaging app that lets users send images and videos that disappear after a set amount of time.

*Various ways to share your content:*

- 1 Snapchat Images
- 2 Snapchat Videos

### What is LinkedIn?

LinkedIn is a social network for professionals. It's like Facebook for your career and business.

*Various ways to share your content:*

- 1 LinkedIn posts (Images and Videos)
- 2 LinkedIn Messages
- 3 LinkedIn Groups

### What is Blogging?

A blog is an online diary or journal located on a website. The content of a blog typically includes text, pictures, videos, animated GIFs, a blog can be used to share personal stories or business information.

*Various ways to share your content:*

- 1 Your own blog
- 2 Guest Blogging on other blogging sites

### What is Email Marketing?

Email marketing is the act of sending a message, typically to a group of people, using email. These people are people who have signed up to newsletter or optins you have on offer.

*Various ways to share your content:*

- 1 Images and videos embedded into your email
- 2 Sales copy with links to your products and services

### What is Webinar?

A webinar is a live, virtual event that is executed online. It is an educational or instructive session that includes audio and visual communication between a speaker and attendees.

*Various ways to share your content:*

- 1 Host a webinar

## 2 Be a guest on a webinar

### What is a Podcast?

A podcast is an episodic series of digital audio files that a user can download in order to listen.

*Various ways to share your content:*

- 1 Host a podcast
- 2 Be a guest on a podcast

### What is a Virtual Summit?

Virtual summits are typically video interviews of 20 or more experts on a given topic, which viewers opt-in to watch.

*Various ways to share your content:*

- 1 Host a Virtual Summit
- 2 Be a guest on a virtual summit

### What is a TikTok?

TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos, on any topic.

*Various ways to share your content:*

- 1 Create fun content
- 2 Product demonstrations to fun music

### What is Google My Business?

Google My Business is a free and easy-to-use tool for businesses and organisations to manage their online presence across Google, including Search and Maps.

*Various ways to share your content:*

- 1 Share products/services for sale
- 2 Share images and videos
- 3 Share events
- 4 Create posts leading to interesting, engaging content