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Building Referrals Through Social Media With the Law of Reciprocity

The Law of Reciprocity is a fundamental concept in social psychology. Essentially, it says that the more you receive, the more you want to give back in return; conversely, the more you give, the more others want to give back to you.

In other words, when someone does something nice for you (say, helps you move), this triggers in you a desire to return their kindness (by, say, inviting them over for dinner once you are settled into your new place). To put it succinctly: What goes around comes around.

You can apply the Law of Reciprocity to social media and use it to grow your business



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through “word of mouth” referrals. Try this simple approach:

on your social media account so that your business becomes associated with you personally. What do you do in your spare time? Do you have a creative outlet? What are you reading? Don’t share more than you are comfortable with, but let your social media followers see

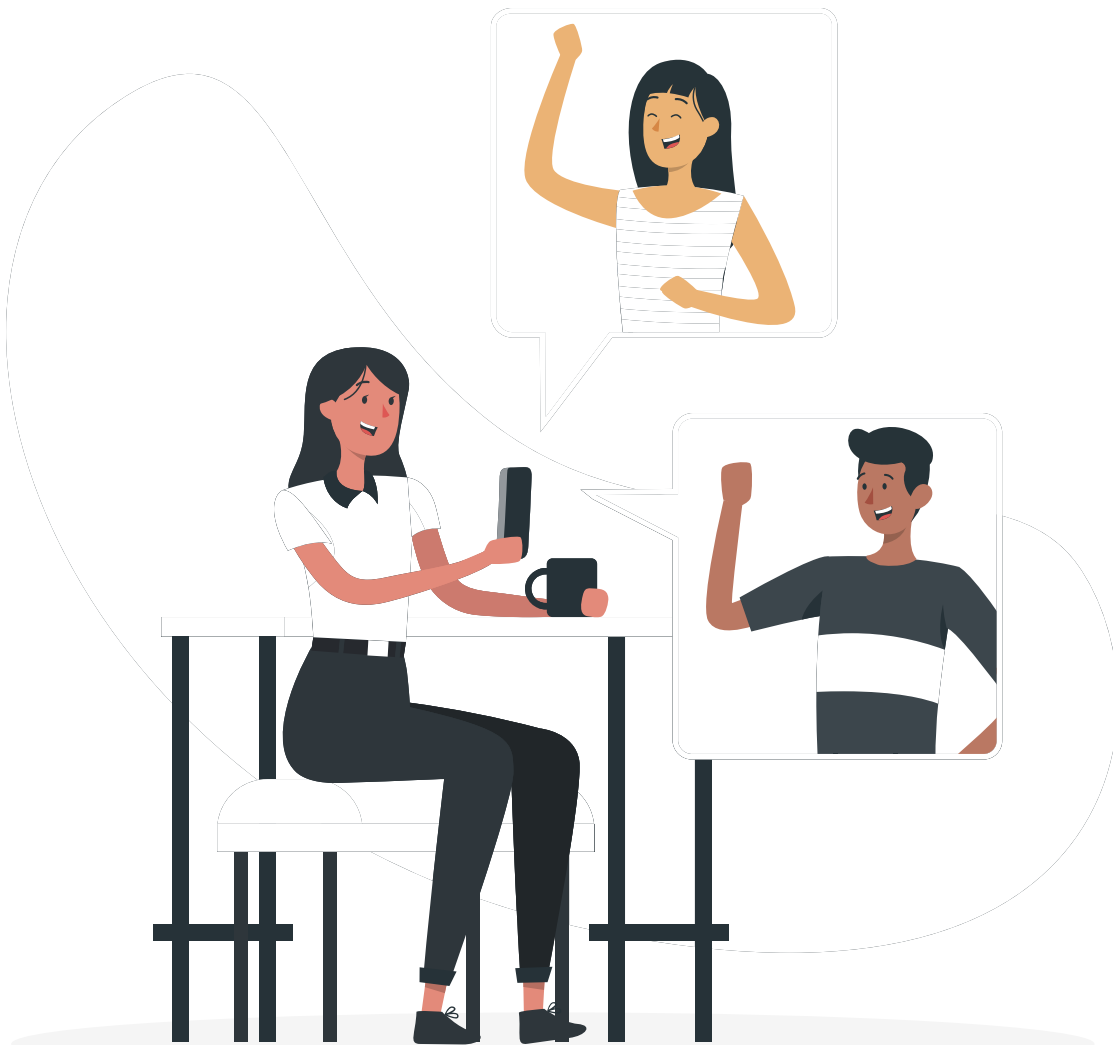
a little bit of who you are as a person, away from your business. Posting a family photo or a picture of your dog or your Eagle Scout or your toddler enjoying an ice cream cone, every now and then, will help to personalize you and your business. It will help potential customers – and potential referral sources – connect with you.


There are many ways you can “give” on social media that will encourage others to

give back to you. Consider implementing one or more of the following techniques on a regular basis:

- Promote the goods and services of other local businesses.
- Promote the good works of other local businesses.

Every time you mention another local business, tag that business (e.g., @LocalBakery). This tag creates a hyperlink to that business, which allows your followers to





“You can apply the Law of Reciprocity to social media and use it to grow your business through ‘word of mouth’ referrals.”

find that business; allows that business to see all the nice things (i.e., free advertising) you’ve said about them; and allows that business to share your post with its followers (which, in turn, introduces your business to a wider audience). Small gestures like these can have a big impact on the business you promote and your business.

Turn your lens inward, and use the Law of Reciprocity to promote your business. For example, post some “behind

the scenes” photos and give credit to your hard-working and dedicated staff. Or, when a new employee comes on board, introduce him or her to the community with a photo and a few words.

Again, every time you mention a person or organization, tag them (e.g., @JoeEmployee), so they know you appreciate them and their work.

Whatever your business does, there is something you can give away for free. For

example, you could:

Give away **knowledge**, by teaching a class (or inviting another local business owner to teach a class at your place of business).

Give of your **time**:

Offer a free 30-minute consultation or training session, or a free weekend-long trial membership.

Give away a **sample of the goods/services** you provide: Do you own a landscaping service? Offer

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Keeping Kids Safe When Driving to School

If your child is taking the bus or riding in a car to school, you will have peace of mind knowing they are safe. One way to do so is to share these travel tips from the American Red Cross, the National Safety Council, and the American Academy of Pediatrics.

If your child will be riding the bus

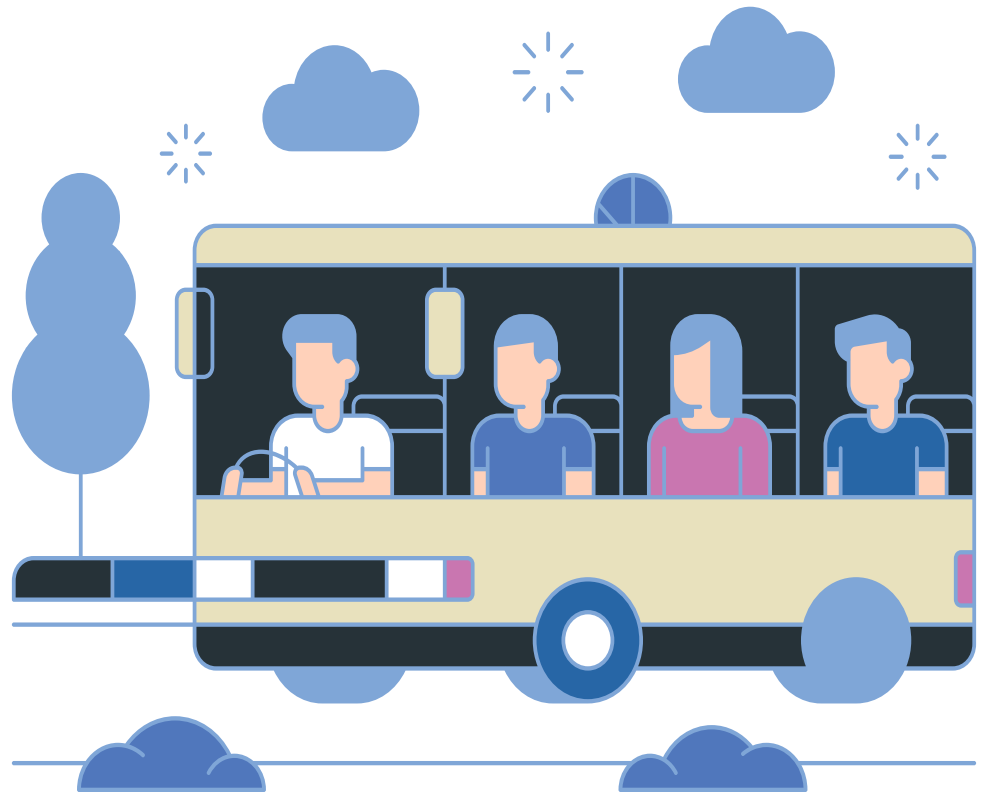
If your child has a medical problem that could result in an emergency on the bus, talk to the school nurse or other school health personnel to develop a bus emergency plan.

Make sure your child knows where to wait for the bus.

Review these bus safety rules with your child and make sure she understands the importance of following them:

Stay out of the street while waiting for the bus.

Stay on the sidewalk away from the curb as the bus



pulls up.

Wait for the bus to come to a complete stop before approaching it.

Board the bus when the driver or attendant tells you to get on.

If the bus has seat belts, put them on.

Stay seated while the bus is moving.

Keep heads and arms inside the bus.

Obey the driver and/or attendant.

Do not get out of your seat until the bus comes to a complete stop.

Leave from the front and use the handrail to prevent falls.

If you need to cross the street after getting off the bus, cross in front of the bus where the driver can see you.

Cross the street at least 10 feet (or 10 giant steps) in front of the bus.

Never bend down in front of the bus to tie your shoes or pick something up; the driver may not see you before moving.

Always stay in clear view of the bus driver and never walk behind the bus.

If you will be driving your child

Drop your child off and pick her up as close to the school as possible.

Don't drive away until she is inside the schoolyard or

building.

Make sure your child knows exactly where you'll be picking her up.

Make sure your child and any other children you drive are safely restrained:

- Your child should ride in a car safety seat with a harness until (a) she has reached the top weight or height allowed for her seat, (b) her shoulders are above the top harness slots, or (c) her ears have reached the top of the seat.
- Your child should ride

in a booster seat using your vehicle's lap and shoulder restraints until your vehicle's restraints fit him properly (usually when he is about 4' 9" in height and between 8 to 12 years old).

- Your child is ready to ride without a booster when he can sit against the seat back with his legs bent at the knees; the shoulder belt lies across the middle of his chest (not his neck); and the lap belt is snug across his thighs (not his stomach).
- Children should ride in the back seat at least until age 13.

If a child must ride in the front because you are driving more children than fit in your back seat, move the passenger seat as far away from the dashboard as possible. 📌

Illustrations by Designs.ai





Quirky August Holidays

The Fourth of July has passed, it's not quite Labor Day, and you may still be looking for an excuse to celebrate. While it may be the forgotten middle child of summer, here are some weird and interesting holidays to mark on your August calendar:

August 3 - National Mustard Day

Sandwiched (no pun intended) between the two greatest barbecue holidays of the year, National Mustard Day is strategically situated where it's needed the most.

August 4 - National Psychic Day

Time to test your ESP skills—we predict they may or may not work.

August 7 - International Beer Day

Grab a bottle (or a barrel) of your favorite beer and enjoy a toast to this worldwide event.

August 9 - National Book Lovers Day

Kick back with your favorite book, whether it's mystery, romance, or nonfiction, and enjoy a glass of all that beer you may (or may not) have left over from International Beer Day!

August 18 - National Bad Poetry Day

Send a funny greeting card to a friend, or try your hand at writing a sonnet or limerick—just know that you can't fail on this day!

August 21 - National Senior Citizens Day

This holiday is a great excuse to celebrate loved ones outside of their birthdays and show how much you care.

August 26 - National Dog Day

Whether you have a dog or just spend way too much time looking at pictures of cute dogs on the internet, this is the perfect day to celebrate our furry best friends. 🐾



FROM PAGE 3

a free tree-trimming.
Do you make jewelry?
Give away a one-of-a-kind pair of earrings.

How do you generate interest in your give-away? One easy way is to hold a contest. All you need to do is ask for a little bit of information and a little bit of help in spreading the word. Let's look at a specific example you could put to work on Instagram: Say you make candles, and your new summer scents are poured, in-stock and ready to go out the door. Post a picture of one of the candles, with the words "Candle Giveaway!" Then, in the caption, write something like this:

We are stocked and ready for summer with four new scents (honeysuckle, grapefruit, jasmine and gardenia). We're

giving away a boxed set of all four to one lucky winner. To enter, all you have to do is (a) follow us; (b) like this post and tell us in the comments your favorite candle scent; and (c) tag two friends who would like this post and would love to win four summer candles. We'll pick a winner at random tomorrow at noon!

Then, sit back and wait for the "likes" to roll in and the number of people following your business to go up. Be sure you announce the winner and post a picture of the prize as it goes out the door.

Caution: There is one important caveat to the Law of Reciprocity: **You must be sincere.** 🐾

Illustrations by Storyset

Confit Tomatoes

With Torn And Toasted Dipping Bread

INGREDIENTS

- 6 cups of cherry tomatoes
- 6 - 12 garlic cloves, peeled and lightly smashed
- Several sprigs fresh herbs (rosemary, thyme, oregano or a mixture of herbs)
- 3/4 cup first press, extra virgin olive oil
- 1 generous pinch crushed red pepper
- 2 pinches kosher salt
- Fresh ground pepper to taste

FOR THE TORN, TOASTED BREAD:

- 1 loaf ciabatta bread
- Olive oil
- 1 pinch of kosher salt

OPTIONAL ADDITIONS:

Add goat or feta cheese to the platter or mix chunks directly into the confit before serving.



INSTRUCTIONS

Heat oven to 275 degrees F. Put tomatoes in a single layer in a baking dish. Tuck garlic and herbs around the tomatoes. Pour olive oil over the tomatoes, garlic and herbs. Season with crushed red pepper, kosher salt and pepper.

Bake for about 1.5 hours until tomatoes just begin to burst. Remove from the oven and

set aside. May be done several days to 2 weeks in advance and stored in an airtight container in the fridge. When ready to use, remove from the fridge and allow to come to room temperature.

Heat the oven to 350 degrees. Tear the ciabatta loaf into 2 - 3" pieces. About 10 minutes before the tomatoes are done, place the bread pieces in a sheet pan and drizzle with olive oil and season with salt. Watching closely, bake in the oven about 10 minutes until the edges begin to brown and crisp. Remove from the oven and serve immediately.

Place the confit in a dish on a cheese board and surround with the crispy torn bread. Serve with the confit and toast with a nice cool glass of Sancerre or Sauvignon Blanc. 🍷