

Promote your business with email & social media

Help increase engagement and build stronger relationships with your contacts by promoting your email on social media.



Here's what we'll go over:

Social media and email work hand-in-hand. When you use social media along with email marketing, you're more likely to see higher website traffic, new customers, and new referrals. Constant Contact has all the social media tools you need to get your email in front of more people!

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Use social posts

With Social Posts, you can post directly to your social media profiles, see comments and likes, and respond to your followers, all from your Constant Contact account.

To get started:

1. Click **Marketing channels > Social posts**.
2. Click **Create social post**.
3. Click **Connect account** and follow the steps to [connect your social media profiles](#).

Once connected, you can start [creating posts](#) for Facebook, Instagram, and LinkedIn!

Any comments and likes your post receives will flow into your [Social Inbox](#), where you can respond and engage with your followers.

The screenshot displays the Constant Contact interface for managing social media posts. On the left, a navigation sidebar includes 'Social posts' (highlighted), 'SMS', 'Automations', 'Surveys', 'Audience growth', 'Contacts', and 'Reporting'. The main area is titled 'Social' and contains a 'Create post' modal window. This modal is divided into sections: 'Select social profiles' (with an 'Add a profile' input), 'Design your post' (with a caption field and a 'Write with AI' button), 'Add media' (with 'Media requirements' and options for 'Images', 'Video', and 'Vimeo'), and 'Choose when to post' (with 'Post now' and 'Schedule for later' buttons). A preview of the post shows a Facebook page post with a photo of a yoga studio sign that reads 'Now Offering HOT YOGA NEW STUDIO NEW INSTRUCTORS'. Below the modal, the 'Social Inbox' is visible, showing a list of messages from users like Leigh Grammer and Olivia Taylor, with options to select, star, and respond.



Share your email on social media

Your contacts are checking social media multiple times a day—let them view your email where they’re already spending their time! You can share your emails on social media right from Constant Contact and give your followers a chance to read them even if they don’t open them in the inbox.

After you’ve sent your email, click **Share on Social** to [create a post](#) and share it on your connected social media profiles.

Then you can [see your post engagement](#) on the Email Details page or in the Social Inbox!

The screenshot displays the Constant Contact dashboard for an email campaign titled "Just Because Flowers". The left sidebar shows navigation options: Dashboard, Marketing channels, All campaigns, Multi-channel campaigns, Email (highlighted), Social posts, and SMS. The main content area shows the "Email Performance" section with tabs for Details, Reporting, and Heat Map. Below this is a "Create post" modal window for Facebook, which includes sections for "Select social profiles" (with "Half Moon Yoga Studio" selected), "Design your post" (with a pre-filled caption and a link), "Customize link preview image" (with a preview of the Half Moon Yoga Studio storefront), and "Choose when to post". To the right of the modal is a preview of the social post, showing the studio's profile, the caption, the storefront image, and a link. Below the modal is a "Social Share" summary card that provides performance metrics for the post: "Posted Sep 17, 2020 at 12:39 PM EDT", "68 Impressions", "49 Reach", and "32 Engagements".



Add social buttons to your emails

Make it easy for your contacts to find you on all of your social platforms by [including links to your social media pages](#) in every email you send. Most templates include social icons by default, but you can insert the **Social follow** block if you need to.

You can also add **Social share** buttons to make it easy for contacts to share your email on THEIR social pages.

Click **Edit** to choose which networks display and to add the links for your social profiles.

You can also change the style of the icons to better fit the design of your email.

The screenshot displays an email editor interface. At the top, there are tabs for 'Build', 'Images', and 'Design'. Below these is a 'Social follow' block with an 'Edit' button and a 'Medium' dropdown. The 'Build' tab is active, showing a grid of 'Blocks' including Text, Image, Button, Divider, Spacer, Social share, Social follow, Video, Data table, Event, RSVP, and Product. A 'Social Follow Settings' modal is open, showing 'Social Icon Styles' set to 'Circle' and 'Social Pages' for Instagram and Facebook with their respective URLs. The background shows a preview of an email template for 'Half Moon YOGA STUDIO' with a 'Monthly News & Updates' section.

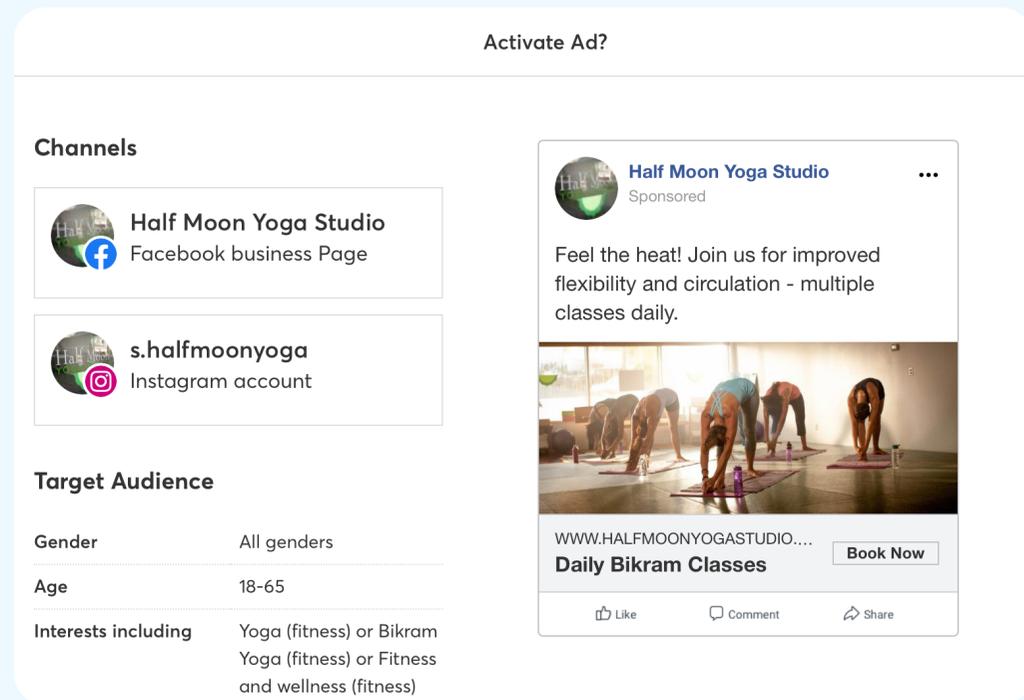
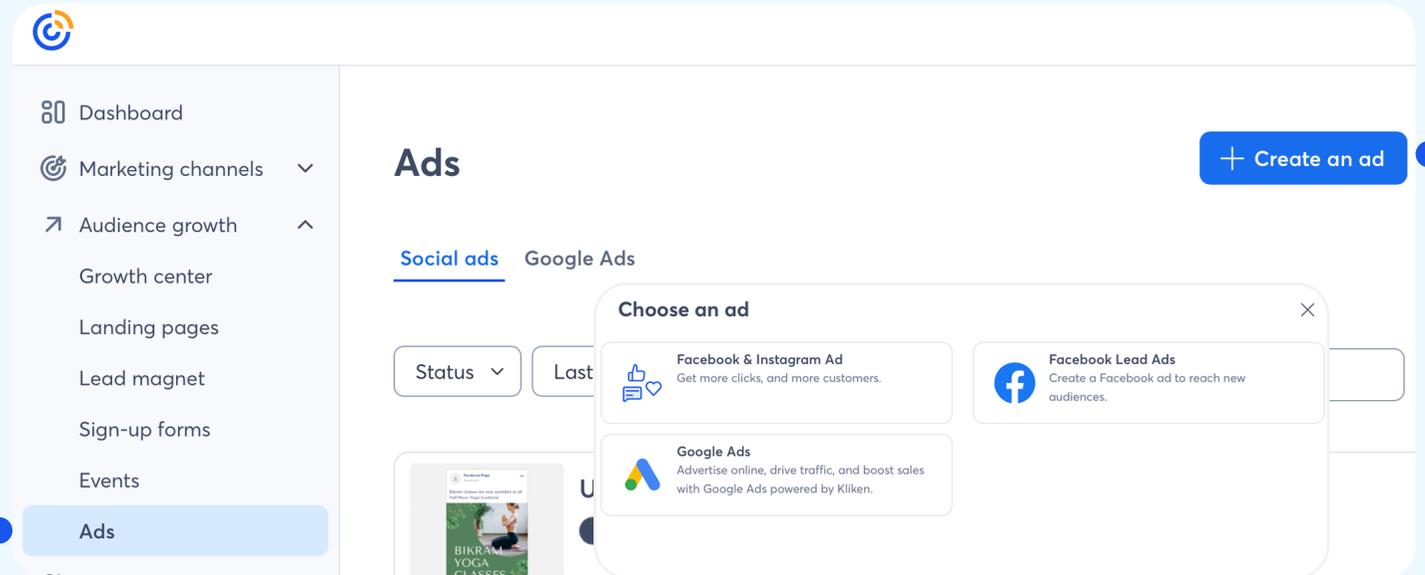
Advertise on social media

If you want to find new contacts or customers through social media, we can help you get it done right from Constant Contact. [Lead ads](#) help you gather new sign-ups through Facebook or Instagram, while [Facebook & Instagram ads](#) help drive traffic to a specific webpage.

To get started:

1. Click **Audience growth > Ads**.
2. Click the **Create an ad** button.
3. Choose the type of ad you want to create.

You set a budget that works for you and a target audience based on the demographics and locations that matter the most to your organization.





More resources

Promoting your email on social media can help get it the attention it deserves. Check out these additional resources to learn more about using social media with Constant Contact.

For even more how-to articles, video tutorials, and guides, visit our [Knowledge Base](#).

Articles

- [View the results of a Social Post](#)
- [Create a Facebook Lookalike Audience](#)
- [Best practices for Facebook Lead Ads](#)
- [Social media best practices](#)
- [Use an email to promote your social](#)

Video tutorials

- [Social media & Constant Contact](#)
- [Share emails through a Social Post](#)
- [Using the Social Posts Inbox](#)
- [Using Facebook Lead Ads](#)
- [Create a Facebook and Instagram Ad](#)