Social Media

Let’s build something sweet, together!

At Meringue 3.14, we believe in community over competition. Whether you’re a creator, entrepreneur, or business owner—your voice matters, and we love helping it shine! You don’t need to go viral to grow—just be consistent, thoughtful, and connected.

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How You Can Engage

Follow & Connect: Make it a habit to follow fellow creators, brands, or clients you align with. Social media works best when it's a two-way street.

Tag in Posts & Stories: Tag others when you mention them or use their product/service—it opens the door for resharing, building credibility, and increasing reach.

Collaborate Creatively: Think about ways to partner up—whether that's co-hosting a live, doing a joint Reel, or shouting each other out in a newsletter. Connection is key.

Save & Share: Save content that inspires you or aligns with your message, and share posts to your stories or feed to add value for your own audience.

The Importance of Following Each Other

Be in the loop: See the latest updates, creative inspo, behind-the-scenes looks, and big announcements.

Support each other: Every like, comment, or share makes a difference—it's like a digital high five!

Get more visibility: When we tag and share each other, it helps more people find your work and ours.

Collaborate with ease: Whether it's a shared Reel, a story mention, or a campaign—we're better together.

Growing your presence through connection

Here are some tips for better social media reach:

1. Post with purpose: Share stories, tips, behind-the-scenes, or value-packed content that helps your audience relate and respond.

2. Use relevant hashtags: Mix big and small hashtags to increase discoverability, giving your post a healthy balance of broad and local reach. Think: #CreativeWomen #YYCBiz

3. Comment genuinely: When you engage with others, they're more likely to return the love and the algorithm notices too.

4. Reuse & repurpose: Turn one blog post into a carousel, one testimonial into a quote graphic, or one Reel into a story.

5. Show up consistently: You don't need to post every day but showing up regularly builds trust and momentum.

6. Ask questions: Get your community talking with simple questions, polls, or "this or that" stories.

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LinkedIn: Meringue3.14
TikTok: @meringue314
YouTube: Amy Perzan Merrill

Following each other online helps us amplify your message, celebrate your wins, and make sure we're always growing together.

We're also just One Email Away

info@mmm314.com 🍋 www.mmm314.com

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