

TOP 10 SOCIAL MEDIA TIPS



1. It's not about the number of social media accounts you have, it's the dedication to each account.
2. Content Management requires frequency and consistency!
3. Obey the 80/20 rule: 80% of content is that which you curate; content from similar businesses, organizations, or applicable information that has been created by someone else. 20% is information specific to your business or organization (open houses, events, sales, shows).
4. Share your content multiple times. If you have an event on Friday, putting one post on Monday will not be enough. Have daily reminders of events, promotions, sales, and so on.
5. Share Images as often as you can — Online content is heavily reliant on visuals. In many cases your visuals hold more weight and are subjected to more scrutiny than the textual information you share.

POPULAR SOCIAL MEDIA PLATFORMS

Facebook, Twitter, Instagram, Pinterest, Tumblr, G+, YouTube

6. Build relationships — One of the best parts of social media is the ease in which you can make connections with your audience.

7. Time of day and day of the week matters. Each platform has different levels of engagement at different times of day and days of each week.

8. Geotagging is a technique that brick and mortar stores, studios, and special events can hugely benefit from. Attendees and walk-ins can take a photo of your store or event, and geotag the location so that all of their audience can see where they were and how that experience felt.

9. Hashtags require a balancing act. Having too many can look outdated, and having none can prevent you from reaching a potential audience.

10. Use the appropriate social media platform for the appropriate type content.

HELPFUL TERMS

CONTENT MANAGEMENT

Uploading and sharing information to your audience.

ENGAGEMENT

The umbrella term used to cover: audience, viewership, followers, fans, and so on.

HASHTAGS

A word or phrase, preceded with a pound/hash sign (#) used to identify messages on a specific topic.

GEOTAG

Provides location-specific information to your content (photos, events, tweets, etc)