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## SOCIAL MEDIA 101

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### Tips, Tricks and Best Practices

*Social media is often the first impression people have of your brand, so make sure it captivates and activates your potential audience. Here are our best practices for reaching your goals with social media.*

#### **PRODUCE HIGH-QUALITY, CREATIVE CONTENT**

*Viewers are more likely to stop and interact with posts featuring creative content that captures their attention. Every post should include some form of high quality creative, such as images, videos or GIFs. Avoid using blurry images, low-resolution videos or any content that doesn't align with your brand or message.*

Content Tip:

- Post a variety of content to maximize audience reach and engagement—some viewers will like video, some will like photos, and others may like stories.
- Follow the rule of thirds when posting content:
  - 1/3 should promote your brand or business to generate conversions
  - 1/3 should show insight into your brand to show authenticity
  - 1/3 should be shared from other thought-leaders or relevant sources in your industry to build trust

#### **KEEP CONTENT CONSISTENT AND CONCISE**

*Consistent posting is key. Don't be afraid to post daily, or at least a few times a week. When you keep content consistent, relevant and authentic, your audience will be more likely to stay connected and engaged with your page and brand. In general, simple posts with clean creative are best at capturing an audience's attention.*

Content Tip:

- Keep your aesthetic clean, consistent, and on-brand
- Include recognizable images and videos that are relevant to your brand
- Avoid using busy, text-heavy graphics; any text included should be concise and purposeful



## **| INCLUDE CALLS TO ACTION**

*Share key points from your blog and direct followers to read it in full on your website. End posts with a question or comment for followers to respond to in the comments. Include links to your email sign up form or website contact page. While it is not necessary to include action items on every post, doing so when it is relevant to the content can help boost engagement and provide value for your brand beyond likes and shares.*

Content Tip: When running ads or boosting posts, always include a call-to-action button (sign up, call now, learn more, etc.).

## **| KEEP IT REAL**

*Social media is all about building community, so be authentic and conversational. Your audience will be more likely to engage with content that feels personal and genuine rather than something over-produced or staged.*

Content tip: Share exclusive content your audience can't get from anyone but you—such as behind-the-scenes photos and videos.

## **| BE SOCIAL**

*Two-way communication is key. Keep the “social” in social media by encouraging and engaging in conversation. Respond to comments, ask questions and develop connections.*

Content tip: Use features like polls on Facebook/Twitter or question boxes and quizzes on Instagram stories to encourage interaction and add to the overall conversation.

## **| KNOW YOUR AUDIENCE**

*Who are you trying to target with your content? Understanding your audience is key in generating engaging posts. The more you know about your audience, the more likely you will be able to offer them content of value that they will want to engage with.*

Content Tip: If running ads, it's crucial to know your audience, as you will want to tailor ads based on key audience features, like age, location or interests. Be aware of your audience's differences when you create ads to capture the attention of your target demo. A message that works for people in their 20s may be the wrong message for people in their 60s. Consider creating multiple versions of an ad for the same promotion, depending on who you want in the audience.

## **| UTILIZE YOUR INSIGHTS**

*Insights on social media allow you to see who your audience is, which type of posts perform well with your audience, what times are best to post based on when your audience is online, and more. Measure results and adjust your strategy as needed.*