

MARKETING & SELLING



TOP TIPS TO ENHANCE YOUR SOCIAL MEDIA EFFORTS

1 DEVELOP YOUR BRAND STRATEGY AND BE CONSISTENT.

Nothing confuses people like inconsistent messaging. Develop a strategy to reach your customers and set the tone of your social media voice. Be flexible situationally but don't stray too far from your strategy. While content might be interesting to you personally or newsworthy at the time, it might not be the right fit for your brand. Data shows uniformly presented brands can be 3.5x more visible to customers.¹

2 BE ACTIVE BY POSTING REGULARLY.

It's easy to forget to post or keep up with your social media, and before you realize, you haven't posted in months. Organizing and scheduling posts ahead of time can save you time, retain engagement and keep your business looking active. Generally, posting once a week or more is considered "active."

3 INCORPORATE ENGAGING VISUAL CONTENT.

The average user attention span is short, only around 8.5 seconds.² Research shows that posts with 40 characters or less get 86% more engagement.² Posting a captivating image or an interesting infographic can increase your views while also making your brand seem more approachable and engaging.

4 DETERMINE THE BEST TIME TO POST.

The best days and times to post can vary depending on audience and even social media platform. Look at your past posts to see if certain times had more engagement than others. You can also check when your competitors usually post or when your customers are most active. On most platforms—Facebook, Instagram, LinkedIn, Twitter and more—it's often better to post about your business on weekdays during work hours.³ But there's no universal "best time" to engage viewers, so you might need some trial and error to dial things in. And that's OK, since this is a frequency media.

5 RESPOND TO COMMENTS AND TAGS.

Respond to negative comments in a professional manner—this means not using all caps or sounding argumentative. Encourage the commenter to contact you privately. Responding to positive comments is also important. Making a personal connection between your business and your more active positive followers can help build brand loyalty, set you apart from your competitors and highlight your place in the community.

¹ "50+ Eye-Opening Branding Statistics." SmallBizGenius. December 15, 2022. <https://www.smallbizgenius.net/by-the-numbers/branding-statistics/>.

² Burkett, Kevin, Charlotte Maxwell, and Carey Herndon "10 Tips for Farm Social Media." Clemson University Land-Grant Press 1109. June 2, 2021. <https://lgpress.clemson.edu/publication/10-tips-for-farm-social-media/>.

³ Powers, Katie. "The Best Times to Post on Social Media in 2022." American Marketing Association *Marketing News*. March 8, 2022. <https://www.ama.org/marketing-news/the-best-times-to-post-on-social-media/>.