



The Wordsmith VA

30 Social Media Tips

1. What is your social media goal? If you don't know where you want to go, it's pretty hard to get there.
2. Promote your most popular posts – that goes for blog posts as well as social media posts.
3. If you hate tracking, at least track with [Facebook Insights](#). It will show you a lot about your Page progress.
4. How do you get the conversation going on social media? Try humor and controversy. They're very powerful.
5. Social media is a powerful thing. But never mistake fooling around with being productive. Stay focused!
6. In [Facebook Insights](#), click on "Posts" then "When Your Fans are Online" to see your audience's peak posting times. Then post to Facebook during these times!
7. Look for questions repeated over and over on your chosen social networks. Provide the definitive answer on your social media accounts.
8. Analyze your own tweets. Which types were retweeted most? Which had the most interaction – questions, graphics, or something else?
9. Don't be shy with your social media presence. Go for it! But be authentic and be social.
10. If you want your social content to attract viewers, share quality tips that are really unique.
11. Make sure you speak with an identifiable, individual voice when posting social content. Your posts should never sound "canned."
12. Be consistent and post regularly during your audience's peak posting times on any social networks you've chosen to frequent.
13. What are the posts people skip the most? Highly personal negative posts complaining about illnesses and problems. (Do you agree?)
14. Include a mix of rich media in your social content – videos, photos, looping video clips, etc.
15. Instagram videos are 15 seconds long. How can you use this for your marketing?
16. Don't use any banned hashtags with your Instagram photos or videos.
17. Remember that Instagram hashtags are not case-sensitive and don't work with spaces or special characters.
18. If your preferred social platform doesn't have good native analytics, look for third party sites that provide them.
19. Give your new product campaign a name – and start talking about it on your social media.
20. Make sure all new product posts are made regularly. Don't let gaps occur. Keep it fresh in people's minds (without overdoing it).

21. Don't tell everyone too much at once about your upcoming project. Mystery breeds interest! Hints and teasers are part of the fun.
22. Use [surveymonkey.com](https://www.surveymonkey.com) to create free surveys with questions related to your new product idea. Then share the survey link on social media.
23. If you're advertising on Facebook, remember that your ad images, including the thumbnail, cannot include more than 20 percent text.
24. Use text, arrows, and calls-to-action in your Facebook cover photo.
25. You can display custom tabs in your Facebook header section. Make the most of this space!
26. Only your short description displays in your Facebook header section, but complete your entire profile for maximum searchability.
27. If you consistently get endorsements that are not relevant on LinkedIn, remove them.
28. On LinkedIn, hover over the "Profile" tab at the top left then click on "Who's Viewed Your Profile." You'll see who is finding you – as well as the keywords they used.
29. Use [Giphy](https://www.giphy.com) or [imgflip](https://imgflip.com) to create your own animated GIFs from videos or images.
30. Social media image sizes can be confusing. Use this [Always Up-to-Date Guide to Social Media Image Sizes document](#) for help!

Do you need help creating content for your company's social media accounts? The Wordsmith VA is here for you! Check out my [services and rates](#) or [contact me today!](#)

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