

Social Media Tips



Social Media can be daunting if you don't know what you're doing or if you think you know what you're doing but aren't seeing results. These tips will help you get seen!

Declutter who you follow on Instagram.

You've got 5000 followers!! Good Work! But if you're following 5000+ accounts that number isn't as impressive anymore. If you're following a large number of accounts, chances are most of them are irrelevant to you and your business. Only follow accounts that make you want to double tap. Accounts that inspire you and that are similar to you. That way it's obvious to Instagram what you are all about and it makes it easier for potential customers to find you.



Instagram Bio

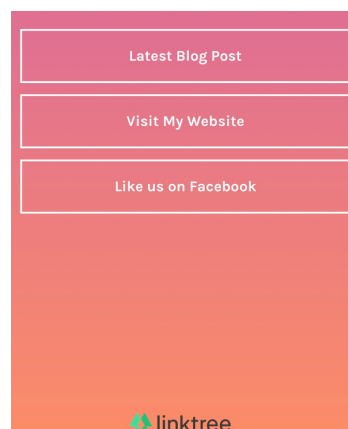
Your instagram bio needs to cover three things, who, what and where. If it's not obvious what people can expect from following your account then they probably won't follow. This is your chance to grab the attention of your target market.

Offer a freebie

This isn't for everyone, but it's a great way of getting customers to dip their toes into your brand and if they like what they see, chances are they will become a paying customer. Whether that be a downloadable PDF, a tutorial, a phone call. Pop the link in your bio and get them to sign up to your newsletter in exchange.

Link Tree

If you've got more than one thing you want to link to in your bio. Link Tree is a great tool to have several links coming from your social media.



Change up your #Hashtags

You should do this at least every 6 posts on Instagram and Facebook, otherwise you might get a shadowban, where your posts don't show up anymore. Use www.best-hashtags.com to find out the best hashtags for your subject. You have a limit of 30 per post so you might as well use them!

Stories

Instagram and Facebook stories are a great way of putting things out there in a less curated way. People like seeing the behind the scenes of a brand and if you're comfortable showing your face and talking then that's even better.

Make it personal

People buy from people. So if you can inject some of your personality and even your day to day life into your social media then it's sure to go down well. Using stories is a great way to do this.

Giveaways

A great way to grow your following organically is teaming up with other businesses that compliment yours and offering a giveaway.

Geo Tag Everything

Adding your location to your posts and stories ensures you show up to people in that area.

Get Chatty

If you aren't engaging with people then why would they engage with you? Engagement is now worth far more than a giant following, the more engaged your following are the more likely they will turn into customers and your following will grow.