



10 TIPS TO SMASHING IT ON SOCIAL MEDIA

1. Create a social media plan for your business

Plan your content and promotions in advance. Create relevant and timely content, share interesting articles and link back to your website.

2. Set up a social media management account

Manage all your social media accounts in one place with the likes of Hootsuite, Tweetdeck, Iconosquare or Later.

3. Keep up with industry news

Sign up to Google Alerts, industry blogs etc. and share interesting and relevant articles with your followers.

4. Use an online graphic design tool

Get onto Canva or Lucidpress to enable you to create awesome images for social media or anything else.

5. Access quality stock images

Sites like Unsplash and 123rf can really help you access free or affordable quality images.

6. Create short videos to help tell your story

There are some great apps and programs available to help create videos. Try iMovie, Ripl or Adobe Premier.

7. Be personal and personable

Create a voice for your business or brand and make your content interesting, relevant and relatable.

8. Use emoji's to help tell your story

Emoji's help tell the story and personalise your brand.

9. Don't over promote

Mix up your content with advice, humour, tips and news. Share information from other pages or news sites.

10. Go Live

Use Facebook Live! Make sure your content is interesting and enjoyable for your audience and see what happens!

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