



TIPS POSTING ON SOCIAL MEDIA

DO IT OVER AND OVER

Your fans want you to be consistent. If you post twice a day for a month and then don't post for six months, your followers might forget about your brand because you're not showing up in their feeds.



GIVE THEM SOMETHING OF VALUE

Make sure you're giving your followers something of value. Your followers follow you for a reason, so it's important to share things they'll like, like tips, recipes, coupon codes, and more.



GET YOUR FOLLOWERS INVOLVED

Engagement could be the most important thing about social media. For many small businesses, the main reason they have social media pages is to reach more potential customers and talk to them from the very beginning of the sales funnel.

