

## **Social Media Strategies**

- Engagement is key
  - Respond to every comment on Facebook posts, especially if they post a question. Viewers and consumers appreciate clarity.
  - Responding is important on other forms of social media as well, such as Twitter and Instagram
- Short, sweet, and direct
  - Especially on Twitter, since there is a character limit, being succinct is essential to getting people to read your posts.
  - Too many words can confuse readers
  - Use simple vocabulary
- Pictures can be more valuable than words.
  - Pictures have the ability to speak volumes
  - They are also the best way to grab the attention of viewers
  - Pictures are tricky because they can sometimes do more bad than good, so be careful and make sure every picture has not good but great quality
  - If there is wording on pictures, less is more
- Add videos or GIFS
  - These are attention getters and viewer friendly
  - They should be engaging and relevant
  - Ensure good quality in image and sound
- Rewards
  - “If you like this page, you will receive this...” If you follow this, this, and this, we will give you that...”
  - Incentives are important
  - Make people care
  - To sell someone something, there needs to be a demand. Create that demand.
- Alliances/Partnerships
  - For example, if you post an outfit idea on Instagram, be sure to tag all of the designers/brands in the picture
  - Even better would be to form alliance or partnerships with these designers/brands, this establishes credibility
- Provide resources
  - If you post an article provide where you received your information so the reader can get more information and understand where the information is coming from. This also builds credibility.
- Expand Social Media Outlets
  - Pinterest – great way to get information out there because your content is represented by a picture but you connect a link to it as well.
- Polls

- Ask peoples opinions on certain topics
  - Viewers and readers love having there opinions heard and having a genuine curiosity of what the target audience's opinion is can give insight on what they want to see or what will get their attention.
- Always stay relevant
  - Posting a lot is good because there is a better chance of at least one or more of your content to be seen, however, relevance is very important in this
  - If posts are not relevant, viewership will go down
  - Know when enough is enough, sometimes viewers will unfollow sites if they are cluttering their newsfeed too much