

Creating the Perfect Social Post

What makes for good social posting, anyway? In order to craft the perfect social post, we need to take a look at why people follow businesses in the first place.

- **Interest in services and promotions:** People love sales! Don't get TOO excited though. Over posting this information is also one of the leading reasons people unfollow a business.
- **Updates and information:** People are interested in what your business is up to! Have new products? Moving locations? Getting an office dog? Post it!
- **Communication:** Social media is for connecting. People want to talk to you, and they want to review your products and services. Make sure you're responding to them: it shows you care about your customers.
- **Entertainment:** Are you not entertained? People use social media to get a break from their humdrum day. Post content that will put a smile on their faces or give them something to think about. Hint: it doesn't always have to be related to your business.

So now that we've got a good idea of what people want to see, how do we make the magic happen? When I write social posts, I use three main guidelines to direct me.

The 3 Golden Rules of Local Social Media Marketing

- **Does it provide value?** People engage with content that is relevant to them. Consider whether the post is solving a problem, starting a conversation or educating. People love to share information that is new and exciting. In order to provide the best value to your followers and customers, the vast majority (up to 80%) of your content should be useful or engaging information. In fact, posts promoting the business should only account for 10%-20% of the content.
- **Is it emotionally engaging?** People love stories, and they share content they connect with. Don't be afraid to show the more personal side of your business. Really, who hasn't teared up during a Coke ad or giggled at the Budweiser Clydesdales? Brands that go the extra mile to create an emotional connection with their customers stick in their memories longer. Why not post a cat video? Everyone loves a cat video.
- **Is it visually stimulating?** 1200 pixels are worth 1000 words. We're talking high quality photos, videos and infographics here! Posts that include visuals get way more (almost 650% more) engagement than those without. Keep in mind that not all visuals are created equal. The best ones are the ones that you take yourself, because they're local, personal and relevant. If you don't have the capacity to take photos,

reposting from other websites and profiles is a great way to keep your page relevant. Quality stock photos are also great resources, just make sure to pay attention to copyright!

Creating content for social media is essential—you need to be present where your customers are, and they're on social. While it is free to partake, creating an effective social media strategy and sticking to it takes diligence and determination.

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