

TOP 5 SOCIAL MEDIA CONTENT TIPS

1

Behind-the-Scene Photos

Share snapshots of your business operations by including behind-the-scene photos. It will help give people insight on why your business is better than others.

2

Industry Tips & Tricks

Tips and tricks will show that you are interested in bringing value to your followers, not just trying to sell them on your service or product.

3

Customer Testimonials

Sharing others' experiences with your business will help grow your reputation and give social proof. Simply add a quote to a picture and post it to your social media accounts.

4

Contests & Giveaways

This will help generate engagement and bring you new followers. Choose a winner and a prize. Simple, fun, and easy.

5

Employee Profiles

Allow customers to get to know your employees and yourself. This will give your social media accounts a personal feel.