

15 TIPS to Grow Your Social Media



INSTAGRAM

1. Interact regularly with stories, relevant hashtags, Reels, and posts on the main feed. The more time you put in, the more results you will see.
2. Post a MINIMUM of 2-3 times per week. Don't forget to create some Reels and share to your stories as well.
3. Use UGC (user-generated content) for your posts and/or stories. It saves time creating content and will actually help build trust with your audience.
4. For more staying power, highlight stories that are important or fun. Be sure to create relevant, clear categories for your stories.
5. Include a CTA (call to action) in your posts and stories. Don't expect people to just take action without actually asking them to.
6. Use your first comment to include relevant hashtags. You can use up to 30, but you don't have to max them out every time. Don't include hashtags that aren't relevant just for the sake of having more hashtags.



FACEBOOK

. Post a minimum of 3 times per week on your business page.

8. Join groups and be a useful, valuable, active member. This does NOT mean self-promoting every chance you get, but adding value and building relationships. Think of it as online networking.

9. Include a CTA (call to action) in your posts that will get people to join your list and will also offer them something valuable (especially a freebie).

10. Don't forget to ask people to FOLLOW your page, not just Like it. Likes may be going away soon, and even while they remain, people who LIKE but don't FOLLOW your page will not see the content you are posting to your business page.



LINKEDIN

11. Spend some time searching the LinkedIn network and reaching out to make new connections. Remember, people are more likely to accept your connection request if you include a note/message with it, and not the spammy kind.
12. Take full advantage of your headline. Be sure to include hashtags and any relevant keywords. Remember, you get 210 characters to tell the world what you do.
13. LinkedIn has had Creator Mode for a while now. Make sure you turn it on and take advantage of all that it has to offer.
14. LinkedIn DOES track hashtags, so go ahead and use a few in your posts.
15. You only need to post 1-2 times per week on LinkedIn, but make sure you are interacting regularly on those days.

