

**UPDRAFT
PRODUCTIONS**



H O W T O

SOCIAL MEDIA LIKE A BOSS

**social media tips to increase engagement & help
your business become a social butterfly**



General Tips



SERIOUS BUSINESS

With every platform you decide to use, create a business account. Business profiles allow you to keep track of engagement data.



TARGET AUDIENCE

Use the analytics page **ON YOUR BUSINESS PROFILE** to develop a social media strategy, using demographic information of the people who engage with your content.

Social media platforms

experience post traffic. There are peak times in the day where posts meet with critical attention.

LIKE FOR LIKE



Create a welcoming and engaging relationship with potential clients. Like and comment on your followers' posts!

DON'T BE LATE !

AUTHENTICITY IS KEY

Put a pop of personality in your posts. Show people behind the scenes. People want to develop trust and comfort with your brand before hearing about a product.



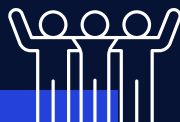
STAY FOCUSED ON YOUR GOALS



Posting more doesn't always equate to higher engagement or sales. Develop a clear strategy & post with intention.

#ENGAGEMENT

Hashtags are the key to organic growth on your account! They help promote your posts to specific audiences. *Be careful, there are good and bad hashtags.



Don't forget to tag your friends, a location, or an influencer so their followers will check your business out.

TAG YOUR FRIENDS

Instagram



POSTS PRODUCTION

The more you post, the more your account is seen by others. However, posting too much can draw away your followers. Post 2 times a day, max. Once a week is often a great starting point.



Make your Instagram videos/pictures/stories follow a consistent theme with colors, symbols, high-res images, etc.

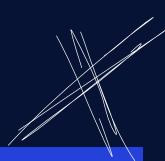


STORY TIME

Instagram Stories can be posted many times a day. Use fun features like polls and Q & As. Ask questions! Your followers will have fun interacting with your page.

VIDEO TIP

CRISS/CROSS



Don't cross-post to facebook. Post natively to each platform or else less people will see it (we must pay tribute to the Almighty Algorithm).

Facebook



ASK



Why do people engage more on a post that asks a question?

- Questions can range from a business standpoint or more personal.

OPEN GRAPH

Facebook Open Graph allows businesses to expand interaction options from just likes and comments. This can show people what they're doing on a specific app (e.g. listening, playing, active, etc.)



Use each feature on Facebook - Facebook Live, Stories, & Facebook Groups.

*Sponsored Stories uses an algorithm that's 46% more accurate for your page.

UTILIZE



VIDEO TIP

Social video generates 12 times the shares than text and images combined. Include a video so people will be more likely to read what you wrote and share.



Youtube



KEYWORDS

When writing the description of your video, repeat some important words. Repetition will help the video reach a targeted algorithm.



CALLS TO ACTION

- Don't forget to like and comment below
- Check out the link to our website in our description.
- Subscribe to see more of our content.
- Share this video with your friends and family



VALUE FIRST

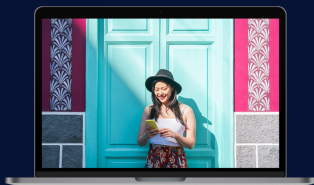
YouTube is educational - always lead with value first. Create videos that solve problems for your audience. You can include product pitches but don't overdo it.

SCRIPT YOUR VIDEO

The most engaging videos are thoroughly planned out to keep the audience glued (a script template can simplify the process).

VIDEO TIP

Custom thumbnails increase your click-through-rate and help to create a branded look.





TIKTOK



#MUSIC



Music on Tik Tok acts like another hashtag. When someone uses a song on a video, you can scroll through many videos who have used that same audio.



RESOLUTIONS

Mix it up with highly produced content and some phone made videos. People love a beautifully made video, but they also love more personable content.

TIKTOK BUSINESS



Tik Tok offers a free service for businesses! This feature helps advertise your page wider and get you in touch with other businesses and customers.



VIDEO TIP

When posting videos, use filters, effects, and don't be afraid to go all out!



Video Specs



				
Video Dimension	1080 x1080px or 1920 x1080px	1280 x720px or 1920 x 1080px	1920 x1080px	1080 x1920px
Aspect Ratio	1:1 or 4:5 or 1:91:1	16:9	16:9	9:16
Video Format	.mp4	.mp4	.mp4	.mp4
Max File Size	4 GB	4 GB	128 GB	287.6 MB
Video Length	Min: 1 sec Max: 1 min	Min: 1 sec Max: 240 min	12 hours	Min: 5 sec Max: 3 min