

SIX TIPS FOR CONSISTENT SOCIAL MEDIA POSTING IN 2025



SOCIAL MEDIA TIPS

By Theresa Mintzer

Staying connected with your customers is more important than ever—and social media is still one of the easiest and most affordable ways to do it. In 2025, most social platforms continue to reward businesses that post consistently and respond quickly. Keeping your content fresh and your information accurate builds trust and helps people choose you again and again.

Facebook, Instagram, and your Google Business Profile are especially important for sharing timely updates. For example, if your hours change, posting about them can prevent unhappy surprises for customers.

Here are six practical tips to help you stay consistent:

- Take time once a month to plan what you want people to know, like new hours, seasonal promotions, or fun behind-the-scenes moments.

- Batch your content to save time. Use ChatGPT for post ideas and Canva for eye-catching, branded graphics that look professional.

- Use scheduling tools to plan posts weekly or monthly. Apps like Meta Business Suite or other trusted schedulers can automate this step for you.

- Once a month, check that your business details are correct on all platforms. Make sure your hours, address, and contact info are up to date.

- Turn on notifications for messages and comments so you can respond quickly. Customers love fast replies, it shows you care and builds loyalty.

- Encourage customers to leave reviews and always thank them for taking the time. Reviews are powerful social proof and can help new customers trust you faster.

Need help building a plan that works for your business? I offer Social Media Coaching to help you stay consistent and stress-free. Visit www.mintzersolutions.com to learn more and book a session.



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