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FIVE CONTENT CREATION TIPS



SOCIAL MEDIA TIPS

By Theresa Mintzer

Social media content creation overwhelms many business owners.

There is no right way to post social media content. Truthfully, you must figure out a system that works for you and be consistent. Try these tips.

• **Choose a platform.** Instagram is great if your audience is younger or visuals are important. LinkedIn is best for posts that are more professional. Facebook is good for updates and sharing information. TikTok is becoming a more and more popular with a wide range of businesses.

• **Create a message.** Don't post to post. Make a list of a few topics that speak about your business and how you can solve your customers' pain points. Also, keep in mind anything special that is coming up. You can take ideas from newsletters, questions that customers regularly ask, and blog posts.

• **Pick a tone.** That is going to depend on your audience. Always keep it professional, not everything is appropriate from a business page.

• **Grab a calendar or create a spreadsheet.** Try to plan out at least a month's worth of content. Make note of videos, pictures, or graphics you need. Creating valuable content that customers might share helps spread word about your business. Always keep your audience and message in mind when creating posts. Try to make as your posts evergreen, posts that you share repeatedly.

• **Execute your plan.** You can schedule posts out for the future on some platforms. There are scheduling programs that will schedule multiple platforms at the same time. In addition, you can hire a freelancer to schedule your social media for you.

One thing to keep in mind is that done is better than perfection.

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