

SOCIAL MEDIA FOR 2020



SOCIAL MEDIA TIPS

By Theresa Mintzer

2020 is here! It's time to take a look at your social media and evaluate if it is meeting your goals and keeping up with the current trends. What are your goals? Is it just to maintain a presence or is it to grow your account? Are you keeping up with the current social media trends?

At the very least check all accounts to see if your links work, phone number, address and hours are current. Make a plan to check these every month or so. There is nothing worse than having a customer looking up your hours on Facebook and having them be incorrect. Or not seeing a post for two years. Also, try to post at least once a week. For Facebook and Instagram, you can schedule posts on Facebook Creator studio right from your desktop.

Growing an account is getting harder to do organically. Start posting more often. If you're on Instagram use relevant hashtags. It's very important to use video when you can, this will help increase your reach. Another trick is to geotag posts and tag people and organizations when you

can. Lastly, targeted ads can help you grow your account and get you in front of your idea customers. This should be part of a strategy; be prepared to test what works and what doesn't.

Now the trends for 2020. Number one is video. If you aren't creating video content you need to start. Influencer marketing is still trending, but with an emphasis on smaller influencers that have a very engaged following. TikTok is becoming more important, celebrities and influencers are starting to take notice and Facebook is testing a competitive product. Who knows what we'll be taking about in 2021? AI?

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