

5 WAYS TO ELEVATE YOUR SOCIAL MEDIA CONTENT

1

Create a content calendar

A content calendar specifically for social media posts will help you organize your posts and schedule. You can monitor different themes & campaigns!

2

Engage with your audience

Social media is a two-way communication. Use your platform to talk to (not at) your audience. Respond to comments, messages, and answer questions!

3

Post consistently

When it comes to social media, consistency is key—more so than quantity. It's better to post 3 times a week on a regular basis than 10 over the week!

4

Use visuals

High-quality visuals are key to your strategy. Sharp images grab attention, stopping the scroll and drawing viewers into your content!

5

Share engaging content

Sharing social media posts from another person or business that contains their content is a great way to gain attention. Doing polls and trivia is another fun and easy way!