**Our Top Tips!**

We have some amazing top tips to help you on Facebook, Instagram, Twitter, TikTok, and LinkedIn!

Facebook:

Do you want to hear our top Facebook tips?

1. Add a cover photo to your page.
2. Make sure you have content in your “about” section.
3. Post daily.
4. Post between 11am – 1pm.

Instagram:

You will wish you knew these sooner!

1. Always use relevant hashtags.
2. Research your audience and target your posts accordingly.
3. Post daily.
4. Post between 5pm – 6pm.

Twitter:

Here are our top Twitter tips that you need to know!

1. Only use 1-2 hashtags per tweet.
2. Keep your posts short and sweet.
3. Use images when you can.
4. Post on Wednesdays at 9am.

TikTok:

Do you need some advice with your social media platform?

1. Do not use TikTok as an advertising stream, just showcase your products as normal instead of trying too hard to sell them.
2. Plan everything you want to post in advance.
3. Use the most popular hashtags as they get more recognition.
4. Use songs that are trending on TikTok in your videos.
5. Post Daily on the platform to give customers familiarity with your brand name.
6. Create 15 second videos instead of 60 second videos as people are more likely to watch the full video if it’s shorter.
7. Have a public account so users can look through your videos.
8. Make sure your videos are vertical – they perform better than others.
9. Hide comments with certain keywords as they may offend your target market.

LinkedIn:

We asked our social team for any LinkedIn tips, and this is what they said!

1. Keep the content short and sweet.
2. Add an image or video to your posts.
3. Include a call to action at the end of your posts.
4. Post between 8am – 10am.

