



Clear Pointers On using Social Media

Helpful Tips To Help You Use Social Media

I understand that people are getting confused with the terminology used by the different social media platforms and that they are not sure what or how to say an update, post, tweet etc. You want to engage them, befriend them, to trust you and to visit your website! I have added Pinterest and Google+ as I have been asked for tips on them. I am still finding out more for LinkedIn.



Listed are some tips to try and help you!

For Facebook posts

1. Keep things positive

Being positive breeds engagement and encourages sharing.

2. Provide information

The most appealing updates are ones that offer something, but don't disclose everything — this increases the likelihood that fans will click.

3. Provide a link

Provide a link to your website, article blog or newsletter.

4. Include images

Posts with images get the highest amount of engagement on Facebook, so be sure to include one when you can. The perfect size is 800×600.

5. Make your posts mobile-friendly



Use simple imagery that can be easily seen on mobile devices — 70% of your fans read your posts on their phone.

6. Engage with users

Posts aren't the only activities that grab attention — comments and responses do, too. Engage with people and build relationships through conversation.

7. Be available

Post when the audience is listening, not just when your business is open. This will ensure more user engagement.

For Twitter posts

1. Call to action

Give a clear call to action so your readers know what you want them to do.

2. Punctuation

Don't sacrifice grammar because you only have 140 characters.

3. Format

Use questions, facts, and figures to engage your audience and drive retweets.

4. Mentions

Use @ mentions to prompt influencers to engage with you and make sure you respond.

5. Retweet



Retweet relevant content for your audience. Don't forget to leave 20 characters so people can add content or comments. I see too many updates with full use of 140 characters that there is no room for me to retweet and comment.

For Pinterest posts

1. No human faces

Images with no human faces are shared 23% more than those with them.

2. Multiple colors

Images with dominant colors — red, dark green, pink — are shared 3x more than images that don't contain them.

3. Light and color

Images with 50% color saturation are repinned 4x more often than those with 100%, and 10x more than black and white images.

4. Minimal background

Use a compelling background that doesn't take up more than 40% of your image, otherwise your repins will decrease by 50%.

5. Use red

Red or orange images are repinned twice as often

6. Portrait style

Vertically oriented images perform better than those that are horizontally oriented; the perfect ratios are 2:3 and 4:5.



For Google+ posts

1. Use hashtags

Increase your page's reach by adding relevant hashtags. Google+ automatically adds hashtags for key/trending topics.

2. Tag brands and people

When brands and people are tagged, they receive notifications from Google+ — this can lead them to engage with your post.

3. Trending topics

Get involved with the “hot topics” to improve visibility and show that your brand is keeping pace with real-time events.

4. Use images

Use full-sized images — 800×600 — to make your posts stand out. Tiny images and thumbnails pale in comparison.

5. Find communities

Find relevant communities and contribute your expertise — your engagement will increase as a result.