# CLEAR POINTS TO HELP WITH USING
SOCIAL MEDIA

Clear Points To Help With 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 build that know, like and trust – be the expert and to visit your website!

Listed are some tips to try and help you!
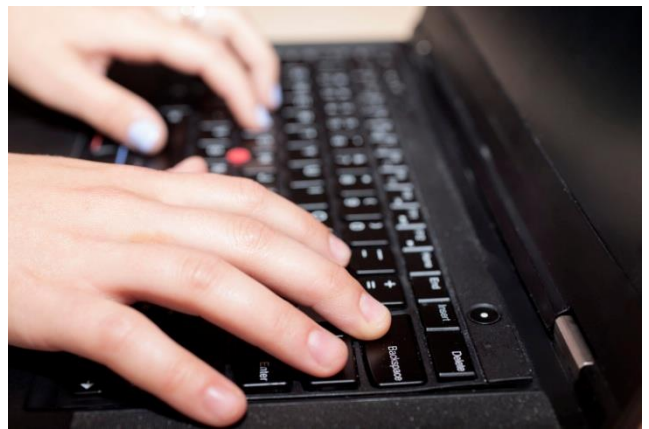
For Facebook posts

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. Don't ignore any comments, responses or replies.

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 colours

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

3. Light and colour

Images with 50% colour saturation are repined 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 repin's will decrease by 50%.

5. Use red

Red or orange images are repined 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.