5 SOCIAL MEDIA GAME CHANGERS

1. BE ON BRAND

We've all heard this advice before, but what does it really mean? The ultimate goal of "Being On Brand" is to have your audience, at a glance, see your social post and immediately recognize it as your brand.

By creating your brand's identity, you'll more efficiently build and foster relationships with your audience, increasing your engagement!

HOW TO STAY ON BRAND:

- Brand Personality: each brand has its own voice and tone. Do you use formal or casual language? Is your brand playful, wholesome, reliable, rugged, current, or helpful? The specific personality traits of your brand will engage and connect with a respective target audience.

- Logo Placement: make sure to include your logo as a watermark in every image you post on social; this helps to keep your brand top-of-mind every time someone sees your content.

- Colour Pallet: aside from your logo colours, are there other colours that compliment your brand? Make your selections and keep this pallet in mind as you choose your social images.

  There should be a flow to your feed. You can use mood boards, or planning apps like Planoly* or Preview* to help you create your layout.

- Font: keep your typeface consistent. Choose one or two fonts when creating your Wordswag* app images. This rule also applies to your Facebook and Insta stories.

2. PLANNING AND SCHEDULING

> *"He who fails to plan, plans to fail."*
> – Winston Churchill

- Creating quality social media content takes time. It just does. Booking an appointment with yourself to dedicate to your social content creation is step one to a successful start.

- Choose your topics/categories for posting to keep your content interesting.

  Topics could include:
  - » Behind The Scenes
  - » The people behind your business
  - » Throwback posts that tell the story of how your brand's journey
  - » Customer profiles
  - » How To's
  - » Did You Know's
  - » Product spotlight

- Editorial Calendars: say bye-bye to writer's block by adopting this planning practice. Creating a content plan for the month will ensure you're appropriately promoting events and, balancing out your posting categories, overall having more efficient batch writing sessions.

- Batch Writing: take social media posting off your daily to-do list with this method of writing. Dedicate 1-2 hours and see how many posts you can cross off your Editorial Calendar.

- Utilize apps like Hootsuite, Planoly, Preview and even Facebook to schedule posts ahead of time.

3. CONSISTENCY

Decide on the frequency you want to be posting every day or week and stick with it.

If you're choosing to post multiple times a day, pick some key times that your audience can expect to see each post. For example: 7am, 11am and 6pm.

It is recommended you post a minimum of 3 – 4 times per week and a maximum of 3 times per day on Facebook and Instagram.

4. IT'S NOT ABOUT YOU!

The most impactful social media accounts consider the AUDIENCE before the brand. Removing ego from your 'why' and posting content that is inspiring, helpful, and useful to your audience.

Before you write a post, ask yourself three questions:

1. "Who does this serve? Me or my brand?"
2. "Is this message in line with my brand identity?"
3. "Is this something my audience will find interesting?"

5. IT'S NOT WHAT YOU SAY; IT'S HOW YOU SAY IT.

Thanks to Twitter and their original 140 character limit, how we digest content has evolved. We no longer read every word, sentence, or paragraph and have become conditioned to scan and scroll.

The goal is to create compelling copy that gets the attention of your audience right away.

HERE'S HOW:

- Start with the point: what is the message you're trying to get across? Lead with that, your 'hook', to engage your audience.

- Break up those walls of copy! No more than 3 sentences per paragraph. Don't forget to add 1- 2 lines/ hard returns between paragraphs.

- Emojis: use emojis as bullet points to add interest to long form posts.

- Be an aggressive editor: remove all unnecessary words, phrases and sentences that stall your message. Write your copy and then edit twice to ensure it is as simple and short as possible for easy scan ability.

- Emphasize: don't be afraid to use CAPS LOCKS to highlight a word or phrase. Make it stand out!

* references an app Media Shop Collective uses to create social content for our brand and our agency partners.