

2021 Social Media Best Practices



Find your voice.

- Shape your authentic voice: Think of a few adjectives to describe your voice and vibe, write like you talk and avoid industry jargon, and be clear and intentional with your words.

Get visual.

- Make sure your images and videos reflect and resonate with your target customer.
- Use high quality images.
- Video content engages your audience 10x more than a block of text.
- Video tips:
 - Post how-tos, FAQs, or terminology break-downs in a video.
 - Post on Stories daily.

Engage daily.

- Carve out time each day to respond to comments and messages.
- Engage with other accounts:
 - Stay connected with referral partners, local businesses, and/or influencer accounts. Liking and commenting on other posts are the best ways to get your potential customers to notice you if they don't already follow you on social media.
- Include questions and calls to action in your posts to encourage audience engagement.

Analyze & assess.

- Take a look at your past posts. What worked best? Was it the subject matter? Do videos perform better than images or text posts? Did you ask an engaging question? Use past metrics to better inform your future social strategy.

Follow the "Rule of Thirds."

Your content should be (approximately):

- $\frac{1}{3}$ content that promotes your services (educational content on financial literacy and homebuying)
- $\frac{1}{3}$ shared content from colleagues and influencers (re-posts, financial gurus, TED talks, etc.)
- $\frac{1}{3}$ personal posts that tell your story (Stories are a great way to do this!)

Optimize content for different channels.

- Create a schedule and post regularly (but don't overpost).
- Think about the different audiences on different channels. Remember that Instagram is highly visual, whereas Facebook or LinkedIn can be more text-focused.
- You don't need to be on all platforms - just what's manageable for you and will connect you with your target audience!

Metrics to pay attention to:

- Impressions: the # of times your post was displayed (not unique)
- Reach: the # of unique post views
- Website clicks: the # of link clicks from that specific post
- Profile visits: the # of times your username is clicked on
- You can find this information using the "Insights or Analytics" dashboard on your social media pages