

Social Media Content Creation

DO'S



Break up your posts. Make sure there not too wordy. Can that 1 long post be cut into 4 different ones?



Get back to basics, the things that are everyday to you are actually interesting to people who watch or follow you.



Credit & tag all of the people who are in or made your post possible.



Practice good house keeping. Posts that are no longer relevant i.e Sale this Friday, after the sale is over remove the post to avoid confusion.



Always have a call to action. Let people know how you want them to interact with your post, whether it is like, share, subscribe.

DONT'S



Don't overthink it. There is no right or wrong. Having a go and seeing what resonates with the audience is all part of the process.



Don't make everything sales focused. Make sure you are telling your story and giving insights other than the sales.



Don't ignore your traffic and analytics. This is how you get to know your audience.



Don't ignore frequency, remember create your own routine of what is manageable for you but try to stick to it so you are consistant.



Don't post poor quality pictures. No one likes a pixelated image.