

Social Media Best Practices for You and Your Brand

11 Rules to Perfect Your Social Media

1 Post with purpose

Many brands fall into the trap of posting just for the sake of filling up a content calendar. But truly effective social media efforts start with a clear goal in mind - whether you want to build brand awareness, encourage customer interactions, or drive traffic to a product page.

Define your goal: Ask yourself what each piece of content should accomplish. Is it meant to spark a conversation, highlight a product feature, or gather feedback?

Align with objectives: Ensure social media posts reflect your broader business objectives such as boosting sales or strengthening brand loyalty.

Be consistent: Frequent posting can help nurture a stable social media presence but remember to maintain quality over quantity.



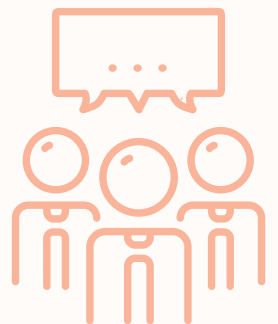
2 Engage like a human

Social media is a two-way conversation, not a one-sided megaphone. People appreciate brands that feel approachable and sincere.

Be conversational: Use natural language and contractions - avoid sounding robotic or overly scripted.

Respond thoughtfully: Reply to comments and direct messages with genuine interest.

Show empathy: Whether it's handling complaints or celebrating customer successes, acknowledge feelings and tailor your responses accordingly.



3 Ride trends, but don't force them

Trends, memes, and viral challenges can boost engagement and help you reach potential customers who might not otherwise notice you. However, forcing a trend that doesn't match your brand voice or core message can backfire.

Stay aware of social media channels: Keep up to date on trending hashtags, formats, or challenges, but evaluate relevance before jumping in.

Align with your identity: If a meme or dance challenge doesn't connect with your audience, it's better to skip it.

Add your own spin: When you do participate, personalise the trend so it feels unique to your brand, whether that's with humour, expert commentary, etc.



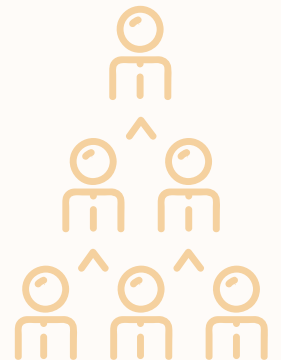
4 Know your audience (for real)

It's one thing to create detailed personas. It's another to dig into what your customers really want. If you're guessing what resonates with your audience, you could end up wasting resources and missing opportunities.

Use social listening: Tracking conversations and mentions gives valuable insights into real customer voices and concerns.

Study social media analytics: Hard data (like engagement rates or demographic info) reveals the truth behind your audience's preferences.

Adapt quickly: If your followers flock to video content, lean into that format. If they respond well to behind-the-scenes stories, incorporate more of that style.



5 Test, tweak, repeat

No two social media marketing strategies are the same, because each brand's target audience behaves differently. What worked last month may flop this month as social media trends shift or user attention spans change.

Experiment with post timing: Try morning vs. late-afternoon posts to see when you get optimal engagement.

Play with formats: Alternate between video content, carousels, images, and polls. Observe which ones spark the most response.

A/B test captions: Test different language styles, lengths, or calls to action. For example, short vs. long caption, question vs. statement, etc.



6 Balance promotional and value-driven content

A feed that only promotes products or services quickly bores and alienates your audience. Conversely, a feed offering nothing but general entertainment can fail to connect back to your core offerings - striking the right balance is essential.

Follow the 80/20 rule: Aim for about 80% value-focused or entertaining posts, and 20% promotional content.

Offer useful insights: Provide tips, how-to guides, or problem-solving content related to your industry.

Spark discussions: Ask questions, initiate polls, or share open-ended prompts that encourage followers to engage beyond a simple "like."



7 Use analytics, not just gut feeling

Intuition can be valuable, but it shouldn't drive your entire social media strategy. Social media analytics paint a clear picture of what's working and what isn't - empowering you to make data-backed decisions.

Identify top performers: Determine which social media posts generate the most engagement, then replicate that success.

Analyse performance across platforms: Metrics like click-through rates, shares, and likes might vary from Instagram to LinkedIn. Adjust accordingly.

Set measurable goals: Define Key Performance Indicators like conversion rate or average engagement. Track them to see if your approach is on target.



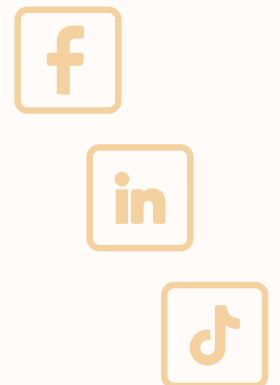
8 Optimise for each platform

Social media channels have unique cultures and content formats. A post that performs well on Instagram might flop on LinkedIn. Tailoring your approach to each platform ensures you're not missing out on potential customers.

Align tone and style: Opt for a more casual style and visual content on platforms like TikTok or Instagram, and a professional approach on LinkedIn.

Use platform features: Instagram stories, LinkedIn polls, or Facebook groups each offer distinct engagement options. Explore these to connect with users.

Consider platform timing: The best times to post can differ significantly. Leverage scheduling or automation tools to ensure consistent visibility.



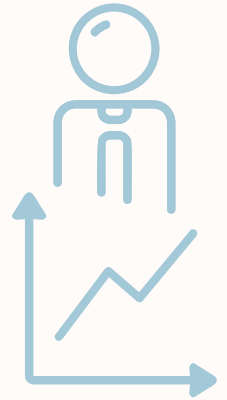
9 Stay on top of algorithm changes

Algorithms on social media platforms evolve constantly, reshaping the visibility and reach of your posts. Remaining agile helps you stay relevant and maintain consistency in engagement.

Follow platform news: Platforms often release updates explaining algorithm shifts or newly introduced features.

Watch performance metrics: If engagement suddenly dips, an algorithm change may be the culprit. Experiment with different tactics to see what the algorithm favours now.

Stay informed: Keep an eye on reputable sources, webinars, or platform-provided guidelines about best social media strategies.



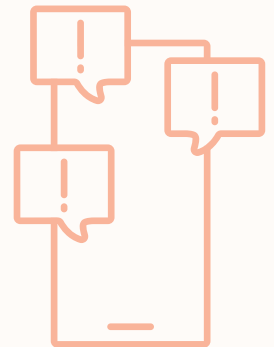
10 Crisis-proof your strategy

Social media storms, negative feedback, or PR issues can crop up unexpectedly. Having a plan in place to manage these events protects your brand's reputation and helps you respond calmly in high-pressure moments.

Establish protocols: Decide who handles responses for critical issues and how quickly you aim to reply.

Stay transparent: When addressing a problem, acknowledge it openly and offer solutions or apologies if needed.

Monitor frequently: Negative feedback can escalate if left unattended. Actively track mentions and comments to catch issues early.



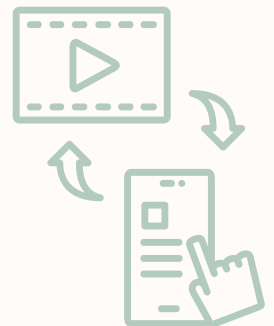
11 Repurpose content smartly

Repurposing high-quality content saves time and maximises your reach. It ensures you get the most from the effort put into your social media marketing.

Adapt formats: Turn a blog article into a social media post, transform a webinar into a short video, or recap a Threads conversation in a LinkedIn post.

Tailor for each platform: A long LinkedIn post may need to be condensed for Twitter or reworked into a visual for Instagram.

Maintain context: Keep your target audience in mind to ensure the repurposed content is still relevant and engaging.



Source: <https://www.brandwatch.com/blog/social-media-best-practices/>