

Get Attention on Social Media

From The Mobile Contessa's: "Social Media Marketing: 5 Steps to Success"

1. Find Your Appropriate Social Media Outlet.

The first thing you need is a plan of attack. Figure out which social media outlet(s) will work best for your business based on audience demographics of each site. Think about your target customer by outlining personality types that are likely to purchase your product or service, including overall lifestyle, and add value for them online.

Here are a few demographic differences between 4 of the most popular social media outlets:

- 67 percent of people online use Facebook, making it the top social network
- Facebook users are 60 percent female
- The average Twitter user is a 28-year-old woman
- Instagram users are most likely to be between 18 to 29
- Pinterest skews heavily female, with 80 percent of users being women
- Pinterest attracts women with more education and higher income

2. Create Quality Content

Quality content engages audiences, is shared across multiple platforms, and garners more interest in a brand. It also makes a difference when it comes to SEO.

So what is quality content? It is:

- Informative
- Sharable
- Actionable
- Relevant to the target audience

With content continuing its reign, it is important to remember that writing like a pro not only takes a sense of humor (when appropriate), but also an authoritative knowledge of the subject, audience, medium, and practice. Marketers should not be afraid to experiment to see what works best for them.

Creating fresh, shareable content is key.

3. Use Visuals

"A picture is worth a thousand words," but in social media, it may be worth more. Creating pictures, videos or infographics will boost your views and shares on all social media outlets.

Marketers need to think ahead, with a creative strategy behind posts that incorporate the use of images. Feed space is limited, but images take up the most space available,

increasing visibility and decreasing the chances it is missed. Furthermore, studies show that people are more likely to remember the content of a post when it is accompanied with a striking image.

A few interesting stats on how an image effects social media content:

- According to Harvard, about 70 percent of all Facebook activities revolve around images
- On Facebook, 44 percent of users are more likely to interact with brands if they post pictures
- Professional-quality photos garnered 121 percent more Facebook shares and an average of 90.64 shares per post
- Vine, Pinterest, Tumblr and Instagram are more examples of how social media is trending toward images and videos

List, in order of exposure, of what gets paid attention to most on social media:

1. Photo, original and organic
2. Video, original and organic
3. Video, 1-minute or less
4. Gif
5. Shared link, including photo or video
6. Video, longer than 1-minute
7. Photo, stock
8. Shared link, NOT including photo or video
9. Catchy, creative post about trending topic, NO photo or video
10. Creative post, NO photo or video

*Always use #Hashtags when appropriate.

Feel free to mix and match this list when posting to gain the MOST exposure on social media. For example: share a link that includes a photo and add a catchy, creative post about a trending topic.