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SOCIAL MEDIA TIPS

Having a presence on social media can be the deciding factor for consumers when choosing between your company and competitors. Social media allows you to communicate your brand to consumers to gain their trust and foster a positive and sustainable relationship. So, here are my top five tips to mastering your business' social media page.

1 KEEP IT CONSISTENT: Consistency is key to keeping your followers on social media engaged. Posting 2-5 times per week is optimal to have an active social media presence. Planning and scheduling your social media posts in advance can assist in maintaining consistency. Prior planning for social media posts also ensures that you do not forget to post for seasonal trends, holidays, or any industry events.

2 MAINTAIN QUALITY: You do not have to be a professional photographer or editor to have a high-quality social media page. Just ensure that your photos and videos are well lit, clear, not grainy, or blurry, and framed/cropped well so the subject of the image is not too far away but also not too cramped.

3 USE HASHTAGS: By using relevant hashtags in the caption of your social media posts, you are increasing your visibility online and reaching a wider audience. I recommend using #removalist #moving #AFRA #logistics #alwayschooseanAFRAMember #relocation

4 STAY UP TO DATE ON TRENDS: Trends on social media are ever changing, try your best to keep on top of the latest updates. This includes new platform features and algorithms, as well as trending topics, posting formats, and hashtags.

5 MONITOR ANALYTICS: If your social media account is set up as a business account (which it should be), each platform has helpful tools to track your page's analytics. Analysing data such as engagement rate, reach, demographics, and impressions can help you to understand what content resonates with your followers. Therefore, you can focus on creating content that aligns with what is generating a positive response. ●