

# SOCIAL MEDIA TIPS

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## 1 Schedule your posts

Save time and ensure your posts reach the best audience by scheduling your posts to go out at the best times.

## 2 Choose the right platforms

Focus on the networks that give you the best return. Look at your engagement rates and double down on what works best for you.

## 3 Stay consistent with your brand

Use the same fonts, colours and logos in every post so your audience recognises your content.



## 4

### Respond quickly to messages and comments

Keep your audience engaged and encourage further engagement by replying to messages and comments as soon as you can.



## 5 Use emojis 😊

Emojis humanise your brand and helps your audience to understand the tone of your messages.