

TIPS FOR SOCIAL MEDIA SUCCESS

Social media. Love it or hate it, these platforms have become an essential part of marketing your business and reaching your customers. It's important to know who your audience is, where to interact with them and how to create compelling content that is engaging. Here are some tips to help you get the most out of your social media accounts:

RESEARCH YOUR INTENDED AUDIENCE: Who are you trying to reach? What age range and demographic are you targeting? Identify which customer base you want to target and build a presence on the right social media networks. Here's a look at the biggest platforms and who's on them:

- **Facebook:** 3 Billion monthly users. A multi-use platform that makes it easy to target a broad demographic. Users ages 18-44 are the most engaged, but users ages 65+ are growing rapidly.
- **YouTube:** The world's largest video platform with more than 2.5 billion users, offers great ways to create brand awareness, promote products and services, increase website traffic and improve SEO.
- **Instagram:** 61.6% of users are ages 18-34 and spend on average 11 hours per week using the app. It's highly visual, which makes it a great fit for food, travel, fashion and lifestyle-focused brands.
- **TikTok:** This is where Gen Z lives. The majority of users are ages 18-24. The short-form video platform's ever-changing trends allow for good content to go viral and potentially be seen by millions.

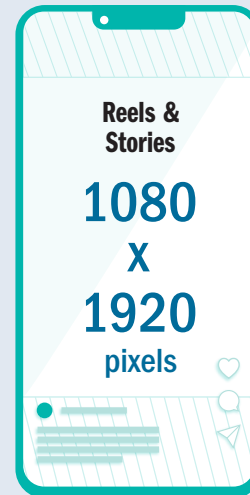
DEVELOP CONSISTENT BRAND GUIDELINES: Create a visual style for photo, video and graphic content that translates across all platforms. Use a "tone of voice" that fits your brand and personality. Implement a content approval process to assure published posts stay "on brand."

USE TOOLS TO HELP CREATE AND POST CONTENT: Canva and Adobe Express offer easy-to-use design templates for content creation as well as photo and video editing options. Posts can be created and scheduled in advance using Meta Business Suite (Facebook and Instagram,) Hootsuite, Agorapulse or Sprout Social.

CROSS-POST TO DIFFERENT PLATFORMS: There's no harm in using the same content across different channels. However, be sure to optimize the copy and the creative to fit the platform. The way users interact with content differs from platform to platform, so the way you speak to them should vary. Platforms prioritize certain placements so ensure that the creative fits within the proper dimensions.

TREAT SOCIAL MEDIA LIKE A CUSTOMER SERVICE CHANNEL: Listen to your audience! Comments and conversations hold valuable insights into your customer base. Be sure to answer comments and direct messages promptly and positively. Check accounts daily and keep your audience updated on changes to your business operations.

Understanding Video Formats for Social Media:

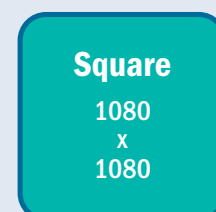
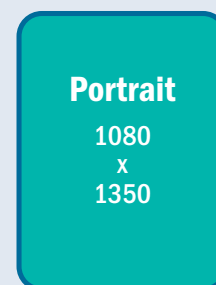
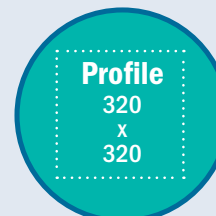


Videos display vertically in full HD (1080p) at 30 frames per second (fps.) Be sure to shoot content in HD or 4k at 30fps for crisp footage.

Keep text and other elements away from the top and bottom of frame to avoid obstruction by profile pics and captions.

Stories can run up to 15 seconds, Reels up to 60 seconds. Keep it short and sweet, people.

Common Image Sizes: (pixels)



Why Is Image Size So Important?

It avoids pixelation and stretching of the image

Keeps your content looking professional

Optimizes photos + video for each channel to help increase engagement

Ensures your audience sees the full photo or video

Incorrect sizing could cut off some of your brand's messaging

Use our Hashtag and Tag our Account!

Add the #relaxinnavarre hashtag and tag the @relaxinnavarre accounts consistently. Businesses that do this are more likely to be shown to our audience on the explore page.