38 Tips To Enhance Your Social Media Presence

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Introduction.

Social media is a key part to your online presence, you ignore it at your peril. So here are 38 short but effective tips to help you make the most from social media.

The Tips.

1. What's your social media goal? If you don't know where you want to go, it's pretty hard to get there.

2. **Promote your most popular posts – and that goes for blog posts as well as social media posts.**

3. If you hate tracking, at least track with Facebook Insights. It'll show you a lot about your Page progress.

4. **How do you get the conversation going on social media? Try humor and controversy. They're very powerful.**

5. Social media is a powerful thing, but never mistake fooling around with being productive. Stay focused!

6. **Click FB Insights' "Posts>When Your Fans are Online" to see your audience's peak posting times. (Post during these times!)**

7. Look for questions repeated over and over on your chosen social networks. Provide the definitive answer.

8. **Analyze your own tweets. Which types got most retweeting? Most Interaction? Questions, or graphics?**

9. Don't be shy with your social media presence. Go for it – but be authentic – and be social!

10. **Still trying to be everyone's "friend"? Each connection counts – and speaks loudly about who you are to your other connections.**

11. If you want your social content to social content to attract, do your best to share quality tips that are really unique

12. Make sure you speak with an identifiable, individual voice when posting social content. Your posts should never sound "canned".

13. Be consistent and post regularly during your audience's peak posting times on any social networks you've chosen to frequent.

14. If you use Pinterest regularly, make sure you also access http://nitrogr.am/ **for powerful, easy to use Pinterest analytics.**

15. Use **http://nitrogr.am/** for easy hashtag monitoring. (Let your social networking friends know about this, too.)

16. Posts people skip most? Highly personal negative posts complaining about illness and problems. (Do you agree?)

17. Include a mix of rich media in your social content. Video, photos, Instagram and Vine looping video clips.

18. Vine video clips loop. Instagram video clips don't. Vine streams on Twitter; Instagram videos on Facebook.

19. Vine videos are 6 seconds long. Instagram are 15 seconds. How can you use this information for your marketing?

20. Tapping your screen for a Vine video starts filming. Tapping your screen for an Instagram video just adjusts focus.

21. Be sure you don't use any banned hashtags with your Instagram photos or videos: **http://thedatapack.com/banned-hashtags-instagram/**

22. Use Instagram hashtags to crowd-source user-generated content as well as extend your own reach.

23. Remember that Instagram hashtags are not case-sensitive and don't work with spaces or special characters.

24. If your preferred social platform doesn't have good native analytics, look for third party sites that provide it.

25. Give your new product campaign a name – and start talking about it on your social media.

26. Make sure all new product posts are made regularly. Don't let gaps occur. Keep it fresh in people's minds (without overdoing it.)

27. Don't tell everyone too much at once about your upcoming project. Mystery breeds interest! Hints and teasers are part of the fun.

28. **Use https://surveymonkey.com to create free surveys. You can ask questions for your new product idea and share the link on social media.**

29. If you're advertising on Facebook, remember your ad images, including the thumbnail, cannot include more than 20% text.

30. **Take advantage of the fact you can now use text, arrows and calls to action in Facebook Cover photos.**

31. Facebook Profile photos are square and display at 160 x 160 pixels – but remember Facebook wants you to upload at 180 x 180.

32. **At the very least, include a Facebook app tab leading to your sign-up page or form (and use a clear, easy-to-read call to action.)**

33. You can display 3 custom app tabs of your choice in your Facebook header section. Make the most of this "real estate"!

34. **Only your short description displays in your Facebook header section, but fill out your Profile 100% for max searchability.**

35. Select "Replies On" in your Page Admin panel "Manage Permissions" section to increase the conversation on your Page.

36. **If you consistently get endorsements that are not relevant on LinkedIn, be aware you can remove endorsements completely.**

37. Check "Who's Viewed Your Profile" in LinkedIn to see who is finding you – as well as the keywords they used.

38. **In your LinkedIn Privacy and Settings page, "Select what others see when you've viewed their profile" to keep it private - or not.**

Conclusion.

I hope you found this short report useful, and it has given you some ideas about using social media to see more success online

If you would like to take the next step, click the link below now…