

SOCIAL TIPS FOR A STRONG 2020

> With the new year here, it's time to not necessarily start over, but a great time to make smart decisions with your social strategy. Here I've outlined some easy ideas that will help you start the new year off strong and get better results!

Content. Content is crucial to your social media strategy. Images and videos are necessary, but there's not always enough time in the day to get that beautiful photo or record that interesting video, right? Work on building a photo and video bank to save for a "rainy day." When you need something to post, you can quickly select from your bank of high-quality photos and videos instead of scrambling to make what may turn out as a low-quality post. Take advantage of slower January days and spend time on content creation! You'll thank yourself (and me) later!

Consistency. Make it a goal to be consistent on social media this year. Look at your analytics and insights on each platform and test out the best days and times to post. All social media platforms are a bit different than each other. Platforms like Twitter and Instagram Stories require you to post multiple times a day in order to get the best engagement, whereas Facebook and standard Instagram posts have a longer lifespan and posting a few times a week works. Make sure to stay active!



SHUTTERSTOCK/TASHAL

Smart hashtags. Use hashtags in a strategic way! Call it quits on random hashtags and get a bit more specific. Say goodbye to "#flowerstagram (over 21 million posts!)" and hello to something a little more specific to your area. For me, I like #bostonflorist or a hashtag that references a wedding venue or restaurant like #BostonHarborHotel. Potential customers getting married or dining at these places will see your posts and reach out to you for flowers. Searching hashtags on Instagram or Twitter is similar to doing research on Google. People are doing it, so make sure your content shows up!

GO DEEPER

Last spring, Jackie Levine shared targeted tips on how to maximize your Instagram presence for major holidays, including Mother's Day. Brush up on her tips ahead of Valentine's Day with a free 30-minute webinar available at safnow.org/moreonline.

is different from post to post will be confusing to your audience and result in poor engagement.

Keep tabs on your brand. Follow your brand so you don't miss anything! On Instagram you can follow hashtags. I follow #centralsquareflorist. On Twitter's TweetDeck platform you can follow both hashtags and phrases. I follow #centralsquareflorist there, too, and the phrase "Central Square Florist." Check your geolocation on Instagram and Facebook on a regular basis. Just because people aren't tagging your brand doesn't mean they're not talking about it! 🌸

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Interact with your community and audience. Simply posting and moving on isn't enough! Take time each day to reply back to your comments. Commenting back will help your engagement and make current and/or potential customers feel connected to you! Follow along with other local businesses and engage with their content by liking and commenting. Their audiences will see your name and might even follow along with you, too. Plus, connecting with local businesses can lead them to buying flowers!

Divide and conquer. Do you have a team member who is full of ideas? Let them be in charge of strategy! Is someone great at taking photos? Have that person create the imagery. Does another team member have a way with words? Let that person be the "voice" and write the verbiage! Your staff will enjoy being involved and it'll be easier on you! Tip: It's best to keep the roles the same rather than rotating because your content should feel consistent. Photo quality that doesn't match up and a voice that