

The background of the entire page is a photograph of a group of people in a meeting. They are gathered around a table, looking at documents and pointing at them. The image is slightly blurred, giving it a sense of activity and collaboration. The lighting is warm and natural, suggesting an indoor setting with windows.

**10 THINGS YOU
NEED TO DO
BEFORE POSTING
ON SOCIAL MEDIA!**

The background of the top half of the page is an aerial view of a city at night, with numerous skyscrapers and buildings illuminated. Overlaid on this image are several white, glowing speech bubble icons of various sizes. On the left side, a large, white, 3D-style number "1" is positioned vertically. At the bottom of this section, there is an orange horizontal bar containing the text "HASHTAGS #".

1 HASHTAGS

Hashtags are used on social media posts to help the social network categorize the specific post. When you use a hashtag on your social media post your post will be grouped with other posts using that particular hashtag. This hashtag strategy will help your posts get more exposure especially when users search for a specific hashtag as your post will be included in the search results.

MEDIA COMPONENTS

Whether you include an infographic, GIF or a picture, having a media component is always beneficial. By having a visual aspect on your social media posts the post will have a better chance at catching the attention of a user scrolling by. Whereas social media posts that don't have a photo or media component may not stand out amongst other posts on the users newsfeed.

A background image showing a hand typing on a laptop keyboard. Overlaid on the image is a network diagram with white human icons connected by lines, and a faint world map. A large white number "3" is positioned on the left side of the image.

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CONTENT RESEARCH

Before you post on social media make sure you do some research on the topic at hand to ensure that your content is intriguing and will captivate the intended audience.

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VERIFY YOUR CONTENT

After finding or creating the content that you want to post, make sure you determine its relevancy to your business and brand. In addition, it is also important to verify the content you are posting to make sure it is valid and comes from a reliable source.

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LENGTH & STYLE

Social media posts come in a variety of styles and lengths but creating a moderately sized post is beneficial because it will provide value and sufficient information. Depending on the purpose and type of post you are making the length does vary but make sure it is tailored to each social network.

OPTIMAL POSTING TIME

The best time to post on social media varies as there is no “single best time” to post. Depending on your business and niche, the best time to post on social media may greatly differ from your competitors. So don't schedule posts based on data that is not relevant and tailored to your business and industry.

Furthermore, remember that the time at which you post on social media is crucial because the “optimal time” will help your post reach more people.

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THE IDEATION PROCESS

Before posting anything on social media, it is important to come up with original ideas and engaging content. Thus, the social media ideation process is critical because it will help you develop creative and engaging social media posts.

For example, everyone's ideation process is different but looking at inspiring social media posts and jotting down ideas might help you get the creative juices flowing!



PROOFREAD

It is extremely important to double check, proofread and revise your social media post before publishing it on your accounts. Remember once you hit that send button you can't go back, so make sure the post is PERFECT!

Feel free to get opinions from other people and advice from social media experts before posting because this will help you make every post a success!

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BRAND CONSISTENCY

Branding is everything on social media because you want to create both a memorable and consistent brand online. Thus, establishing a consistent theme on social media is important because users will know what to expect if they were to follow your page.

For example, on Instagram one of the trendiest strategies is creating a profile theme in which each post is visually appealing and consistent.



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MONITOR YOUR PAGE

The last major tip we have for you before posting on your social media is to always check and monitor the public aspects on your pages. Make sure you review every post concisely in regards to grammar and tone of voice, ensure you have the proper hashtags for each post and make sure your profiles cover photo and description is up to date and engaging.

In addition, monitoring can go beyond social media posting it can be monitoring your follower's interactions, analytics and even your businesses reputation on social media.



**SO NEXT TIME BEFORE YOU POST ON SOCIAL MEDIA,
REMEMBER THESE 10 TIPS!**

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