**SOCIAL MEDIA  
MAKING THE MOST OF SOCIAL MEDIA**

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Here consistency in posting is the most important precursor to success. If you can only post infrequently, then post regularly (on the same day of each month, for example). Over time, we have learned that some platforms fare better with more posting and others with more neasured posting.

Here are some suggestions that might help make your efforts less onerous and more powerful.

* 1. Instagram – hold to a maximum of 2-3 posts a day.
  2. Face Book – do not immediately boost a post; watch its performance; boost the ones that are most popular
  3. Twitter – tweet away, more seems better on this platform
  4. Blogs – if you have a blog, be consistent with your content and posting (if once a week, then always the same day). Daily posting is perhaps most effective, but weekly works, too. Once a month is pushing it—people have short memories. Irregular posting will lose you some of your followers. People expect to find things when they go looking for them, including new blog posts.
  5. Put as much content as possible into your posts. This does not mean really long, but long enough to make a mini-article – and include links and back links galore. Once you have a few posts out there, you will have plenty to link to so that your older posts do not just disappear.