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SIX TIPS FOR CONSISTENT SOCIAL MEDIA POSTING IN 2026



SOCIAL MEDIA TIPS

By Theresa Mintzer

Staying connected with your customers is more important than ever, and social media remains one of the easiest and most affordable ways to do it. Consistent posting keeps your business visible, builds trust, and reminds customers why they should choose you. The good news? You don't have to post every day. You just need a consistent plan.

Here are six simple ways to stay on track:

1. **Plan ahead.** Set aside time each month to map out promotions, seasonal updates, and behind-the-scenes content.
2. **Batch your content.** Use ChatGPT to brainstorm ideas and Canva to create branded graphics.
3. **Schedule posts.** Tools like Meta Business Suite let you schedule content in advance, saving time.
4. **Show the people behind your business.** Photos of your team, your process, or a day on the job help customers connect with your brand.



5. **Engage quickly.** Respond promptly to comments, messages, and reviews to build trust and loyalty.

6. **Reuse your best content.** If a post performed well a few months ago, update it and share it again. New followers likely haven't seen it.

Need help creating a social media strategy that works for your business? I offer Social Media Coaching to help you stay consistent and stress-free. Visit MintzerSolutions.com to learn more and book a session.

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