

# SIX TIPS TO CONSISTENT SOCIAL MEDIA POSTING



## SOCIAL MEDIA TIPS By Theresa Mintzer

Connecting with your customer base is essential today. One tool to accomplish this is social media. Most algorithms reward regular posting and engagement. That is important if you want people to find and get updates about your business.

Facebook is a great way to keep your customers informed about new information like changes to your hours. Customers will be more inclined to visit a business that has up to date information. You don't want people showing up at your business when it is closed because the hours were wrong.

Here are some great tips to perform regularly:

1. Once a month, set aside time to make a list of important information you want your customers to see during the next month.

2. Batch content creation by using prompts in ChatGPT for content ideas. Create graphics in Canva and consider using templates with your branding to save time.

3. Scheduling on the social media app or through a third-party app will save you time. Schedule posts weekly or monthly depending on your content.



4. Once a month, look up your business on the different social media platforms to see if the information is current and relevant.

5. Check for messages daily. It is best if you can receive notifications when someone makes a comment. Respond as soon as you can.

6. Invite customers to leave a review and acknowledge it when they do.

If you need extra help, I offer Social Media Coaching to help businesses create a plan that works for your business. Head on over to my website at [www.mintzer-solutions.com](http://www.mintzer-solutions.com) for more information and to schedule an appointment.



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