

# FRESHEN YOUR SOCIAL MEDIA FOR THE NEW YEAR



## SOCIAL MEDIA TIPS By Theresa Mintzer

2025 is just around the corner. Do your social media accounts look tired? Now is the time to plan for growth in the next year. Set aside some time to assess the current state of all your business accounts.

### List your social media platforms:

- Do you check each platform regularly for comments?
- Is your information up to date?
- Are there other places where your ideal client might get information regularly?
- Do you know the admins, editors, etc.? For security reasons, make sure you know the people that have access to your account.
- Has the account grown over the last year?

### Your profile picture or logo:

- Does it look professional?
- Is it the same across all accounts?
- Does it reflect your brand?

### Your bio information:

- Are you using key words that relate to your business?
- Are you listing activities and interests that show you are a thought leader in your field?

- Are you including a link to your website, offer, or email list?

### Posting habits:

- Are you posting consistently?
- Do your posts reflect your brand?
- Are your posts engaging, educating, or entertaining your ideal clients?

### Response to comments:

- Are you responding in a timely manner?
- Are your responses genuine?
- Are they more than one or two words?

Lastly, look at your most popular posts over the last few months. Think about why those posts resonated with your audience. Was it the topic, tone, or information? Use this to create similar content. Lastly, are you posting in a way that will increase your reach? Sharing short form video content such as Shorts, Reels, and Stories will help with the algorithm on different platforms. Need help? I offer social media coaching.

I offer social media and Facebook ad coaching to help businesses create a plan that works. Head on over to my website at <https://www.mintzersolutions.com/> for more information and to schedule an appointment.

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