



We Bring Your Fashion Dreams To Life

## Tips & Tricks for Social Media Posting

### Connecting with Customers

The old adage "It's not personal, it's business," is so outdated. In today's world, customers want to know the details behind your brand. They want to be inspired, persuaded, and compelled to buy your products or services.

Storytelling is making a comeback and brands who resonate will be rewarded with long-term loyalty. Being genuine and consistent with social media messaging is key!

**Don't jam-pack your schedule with promotional posts. Remember that your goal on social media should be to grow relationships and build an audience for your business.**

*It's not to turn every new fan, follower, and connection into a paying customer.*

A good rule of thumb? Limit promotional content to 20 percent of your weekly posts, and the other 80 percent should be focused on keeping your audience engaged and informed.

Remember, the best way to figure out what type of content your audience is most interested in is to test. Keep an eye on your key engagement metrics (likes, comments, shares, retweets, clicks, etc). These provide insight into which type of content is working, what's not, and what you could be doing differently to improve your strategy.

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### Social Media

With so many new online platforms and technologies available to brands, it can be hard to know where to focus. In general, it starts with understanding your customer. If you are selling designer dresses, platforms like Facebook may or may not be the best place to promote your brand. As it stands today, it is usually in a fashion brand's favour to focus on highly visual social media platforms, such as Instagram and Pinterest, where they can demonstrate the beauty and design of their products. Instagram, which has really caught on in the fashion industry, is an excellent platform for small brands, as it is highly visual and enables you to demonstrate the essence of your brand, even though it's a hard place to drive sales as Instagram does not currently allow live links in image captions.

No matter which social media platform(s) you decide to use, choose carefully and make sure you have the resources to keep your accounts active and engage your followers. Somebody on your team must be dedicated to posting regularly, monitoring reactions and responding in a timely fashion.

And remember, these platforms are conversational — not bullhorns — so make sure to also use your social media presence as away to listen to your followers and gather important feedback.

### Posting Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
<i>Morning:</i> Motivation Quote on Facebook	<i>Morning:</i> Link to new blog post on Twitter and Google+	<i>Morning:</i> Industry news post on Facebook	<i>Morning:</i> Behind the scenes photo on Facebook and Instagram	<i>Morning:</i> Pin 5 photos, etc that relate to your brand on Pinterest
<i>Afternoon:</i> Behind the scenes on Instagram	<i>Afternoon:</i> Pin 5 items on Pinterest that reflect your brand	<i>Afternoon:</i> Retweet industry post on Twitter	<i>Afternoon:</i> Link to outside blog post on Twitter and Google+	<i>Afternoon:</i> Link to any new product or updates on your website

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