



24 Tips to Win on Social Media

Ultimate 2024 checklist



APPROACH



Be authentic

Showcase real stories, people, and values. Authenticity leads to deeper connections with your audience.



Interact with your community

Use polls, quizzes, and stories on Instagram to actively involve your audience and elevate your content.



Talk about your brand's values

In an oversaturated market, people increasingly support brands whose values align with their own.



Post consistently

Keep your posting schedule consistent but flexible, ready to swiftly embrace industry news and leap onto emerging trends.



Use SEO for social media

SEO-optimize your profile information and post captions, so platforms can identify your content and show it to the right audience.



Become besties with AI

Different AI tools can help you brainstorm ideas and improve your content. Make it your friend and use it for different tasks.



Engage, don't just broadcast

Build a community by engaging with followers, responding to comments, starting discussions, and promoting user interaction.



Keep consistent branding

Ensure your content consistently reflects your brand's identity—tone of voice, color palette, and style.



Optimize your content for each platform

Adapt your content to align with the unique characteristics and audiences of each social media platform.



Collaborate with Influencers

Influencer marketing is a powerful approach to extend reach, improve brand credibility, and tap into new audience segments.



Take advantage of social commerce

Offer shopping on social media to streamline purchasing. Boost your sales and enhance user experience directly on the platform.



Launch social media campaigns

Think Spotify Wrapped, Dove's Real Beauty campaign, and GoPro's user-generated content—create content that resonates with your audience and encourages participation and sharing.



Make data-driven decisions

Use analytics to refine your content strategy, focusing on the most effective elements to achieve better marketing outcomes.



Be on multiple platforms

Don't rely solely on one platform. Broaden your digital footprint to connect with diverse audiences and mitigate risks.



Invest in social media ads

Implement targeted advertising to reach broader or specific audiences. Improve efficiency and ROI by connecting with the right people.



Launch a challenge

Create challenges to captivate and motivate your audience, fostering deeper brand engagement and interaction.



Repurpose your content

Maximize your content's reach by sharing it across different platforms, tailoring it to fit each platform's specific features and audience preferences.

CONTENT



Prioritize short-form video content

Short videos grab attention, follow trends, offer quick info, and are easy to create and personalize.



Use diverse content formats

Use a mix of content types (images, carousels, videos, polls, GIFs) to keep your feed interesting and engage different audiences.



Keep up with trends

Stay updated with relevant social media trends to keep your content fresh and engaging, ensuring your brand remains relevant and true to its values.



Leverage UGC

Encourage and share content created by your audience to build community and trust.



Tell stories through carousel posts

Use carousel posts to weave stories, increasing engagement and enriching your brand's narrative for stronger connections with your audience.



Share educational content

Share tutorials and tips to offer value. This establishes your brand authority and fosters trust among your followers.



Make your product look interesting

Publish unboxing videos, sneak peeks, and close-ups to captivate audiences and build anticipation, enhancing product visibility and interest.



Are your social media channels failing to drive engagement and sales? Struggling with content and creative ideas? scandiweb can change that for you! Drop us a line at marketing@scandiweb.com