Do you want more people to see your social media posts? Read on for some of our best tips on increasing your reach:

1. **Prioritise your social media platforms –** Research what social media platforms your ideal customer and similar industries use. This is a great exercise to see what social media platforms are being used, so you know where to share your content and start building valuable relationships.

2. **Optimise your social profiles -** This includes choosing an easily identifiable username, uploading a recognisable photo (like your company logo), including clear and concise descriptions of your business, and leading people back to your website with a trackable link.

3. **Promote your social presence…everywhere** - And by everywhere, we mean everywhere: On various pages of your website, on your blog, in print advertising, on your business cards and in your email marketing messages. Many social media sites now have official "Follow" buttons you can include on your website and blog. That way, people can start following you with a single click -- without ever having to leave your website or blog.

4. **Share valuable, useful content** - Make sure your tweets, Facebook posts, and LinkedIn updates consist of valuable, useful, and engaging content. Avoid product-focused content, and instead, aim for social updates that contain educational content that has the potential to attract followers. When in doubt, use the 80/20 rule: 80% of the content you post to social media should be helpful and valuable to your audience, and 20% can be self-promotional.

5. **Follow and build relationships with people in your industry -** Social media is a great way to find and follow leaders in your industry, which can include both people and other brands that are creating great content related to your industry (and aren't a direct competitor, obviously).

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your social media. You can also email us at hello@365itsupport.co.uk – we are always happy to help and provide advice for your IT requirements, including your social media.