

TOP TEN TIPS for Social Media Content Creation

1. Prolific over perfect every day

Stop waiting for the perfect piece of content to come into your mind or land in your lap. Perfection creates nothing but paralysis and disappointment.



2. Nail your tone of voice in all communications

Will you always communicate in a 'formal' or 'informal' way in your marketing? This is so important to develop trust and consistency in your tone of voice, it's far more powerful than flicking between the two.



This is me 

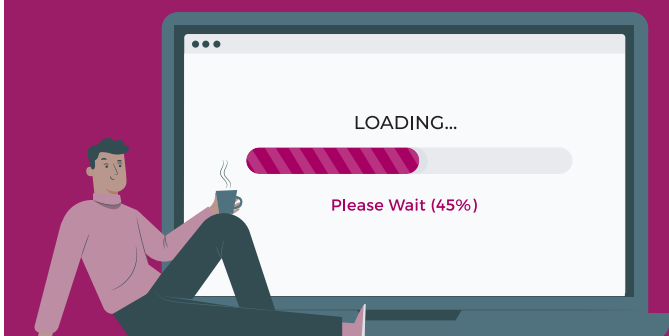
3. It's not about you

Whether you like certain social media platforms or not, you have to ask this question: where are my customers consuming the majority of their media? (That is where you need to be)



4. Be the enthusiast!

None of us got into business to become experts in marketing or social media or to spend all our time doing it. Challenge yourself to learn, invest and find the fun in social media. It's the freest and most far-reaching marketing tool known to man so far - just imagine if Martin Luther King Jr had social media!?



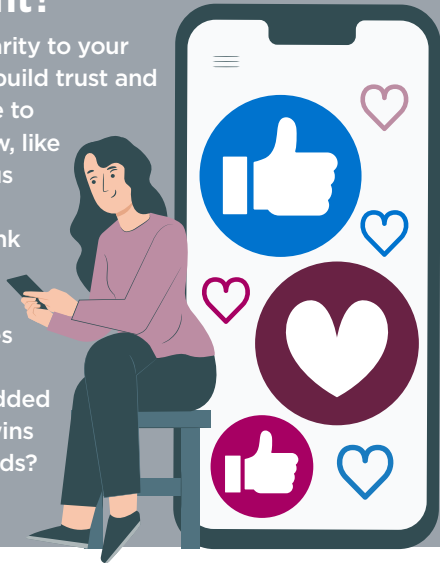
5. Undo is your friend

When you start using any new system or toolset, it can feel daunting. With social media, you always have the undo or the delete button. You can always go back and change things, so trust yourself, like everything else in your life that you didn't believe you could do when you first started, and yet you did. Back yourself and take the plunge.



6. What are your categories of content?

Building regularity to your content helps build trust and enables people to reach the 'know, like and trust' status through your marketing. Think about your industry, in what categories can you share useful, value added content, that wins hearts and minds?



7. Vary the medium

We all like to consume in various ways, so the range of the medium that you use to promote content is important. Written content in blogs that we can read. Auditory content that we can listen to via audio & podcast. Video content enabling us to see how you can help us.



8. Technology is your friend

No matter our age or experience, we can all benefit from embracing the leverage that technology gives us. For every repetitive task that you have to do, ask this question, is there a piece of software or an app that can assist me in doing more for less. Check out Hootsuite or Buffer to schedule your socials.



9. Build a production line of content creation

Ensure that you are not falling into the trap of posting NOW or leaving it weeks without posting. Develop a production line process of creating content, ensuring you can allocate your time to the specific element of content creation and break it down into segments.



10. Make time in your working week

Marketing cannot happen on its own. It can become automated, but to reach that point and to benefit from marketing in your business, you have to make time to plan it, build it, post it and then review it. Without marketing, no one knows you exist, so in terms of priority marketing should always be right up there.



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CONTENT CREATORS