

Creating the Perfect Social Post

What makes for good social posting, anyway? In order to craft the perfect social post, we need to take a look at **why people follow businesses** in the first place.

- **Interest in services and promotions:** People love sales! Don't get TOO excited, though. **Overposting this information is also one of the leading reasons people unfollow a business.**
- **Updates and information:** People are interested in what your business is up to! Have **new products? Moving locations? Getting an office dog?** Post it!
- **Communication:** Social media is for **connecting**. People want to talk to you, and they want to review your products and services. **Make sure you're responding to them:** it shows you care about your customers.
- **Entertainment:** Are you not entertained? People use social media to get a break from their humdrum day. **Post content that will put a smile on their faces or give them something to think about.** Hint: **it doesn't always have to be related to your business.**

So now that we've got a good idea of what people want to see, how do we make the magic happen? When I write social posts, I use three main guidelines to direct me.

The 3 Golden Rules of Local Social Media Marketing

- **Does it provide value?** People engage with content that is relevant to them. Consider whether the post is **solving a problem, starting a conversation** or **educating**. People love to share information that is **new and exciting**. In order to provide the best value to your followers and customers, the vast majority **(up to 80%) of your content should be useful or engaging information**. In fact, posts promoting the business should **only account for 10%-20% of the content**.
- **Is it emotionally engaging?** People love stories, and they share content they connect with. Don't be afraid to **show the more personal side of your business**. Really, who hasn't teared up during a Coke ad or giggled at the Budweiser Clydesdales? Brands that go the extra mile to create an emotional **connection with their customers stick in their memories longer**. Why not **post a cat video**? Everyone loves a cat video



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- **Is it visually stimulating? 1200 pixels are worth 1000 words.** We're talking **high-quality photos, videos** and **infographics** here! Posts that include visuals **get way more (almost 650% more) engagement** than those without. Keep in mind that not all visuals are created equal. **The best ones are the ones that you take yourself, because they're local, personal and relevant.** If you don't have the capacity to take photos, **reposting from other websites and profiles** is a great way to keep your page relevant. **Quality stock photos** are also great resources, **just make sure to pay attention to copyright!**

Creating content for social media is **essential**—you need to be **present where your customers are**, and they're on social. While it is free to partake, **creating an effective social media strategy and sticking to it takes diligence and determination.**



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Copyright Online and Fair Use in Social Media

With the online world being dominated by images, what do you need to know as a business owner when it comes to copyright laws?

Sharing Images on Social

Visuals are huge in the social media world, particularly for businesses. Here's a quick run-down.

1. On average, **content with relevant images has 94% more total views** than content without ([Jeff Bullas](#)).
2. Compared to other types of content, **visual content is 40 times more likely to be shared on social media** ([Ethos](#)).
3. **Facebook posts with images can receive 2.3x more engagement than text posts** ([BuzzSumo](#)).

A couple of things can be seen here. First, **using images in your social media communications is critical to its success**, and second, **social media is the driving force behind the unfathomable amount of photos being shared online every second**. In fact, the world is on track to share over **2.5 trillion photos online** by the end of this year!

Social Media Copyright Risks

Because online culture evolves so quickly, the **laws of the land are constantly readjusting** to the most recent trends in online activity. This is especially true regarding **copyright online and fair use on social media**, both of which have yet to become clearly defined for the digital age. Fortunately, even online, **by sticking to the basic foundations of copyright law, you will be protected in most cases**.

💡 This post focuses on copyright laws as they pertain to Canada and the United States.

