🌈 Social media channels - Are they all the same?

With so many social media channels available, how do you choose the best fit for your target audience?

Each social media channel has its own identity. If you want your content to stand out and engage your audience, it's important to know who the audience is on each channel and what type of content works best. We've pulled together our top tips to boost your engagement on social media.

LinkedIn

- For maximum engagement, try to post between Tuesday and Thursday, typically between 8am and 2pm.

- Offer your insight into trending topics and news in the equity release industry to not only encourage engagement but also present your company as an expert in the field.

- Track your follower growth, engagements and reach using the LinkedIn Analytics feature to inform better strategy decisions.

- Make sure your business page is always updated, link it to your website - if you have one - and include your contact details so your clients can get in touch.

Twitter

- For maximum engagement, we have have found the optimum posting times to be Wednesdays and Fridays at 9am

- By tweeting often and at the correct time you are getting content in front of potential clients. You can use scheduling tools to get your tweets to as many people as possible!

- More conversational posts have been found to receive more engagement as it steers away from the predictable sales-focused posts.

- Monitor national days and trending hashtags related to equity release to get involved with.

- Establish your brand identity by using a company hashtag in your tweets and encouraging your followers to do the same.

Facebook

- For maximum engagement, we have found the best time to post is on a Wednesday, either late morning (around 11am) or early afternoon (around 1-2pm)

- Facebook is one of the few platforms that allows you to schedule your content in-house. Scheduling your content saves time and allows for more efficient planning.

- Learn more about your target audience with Facebook's own internal analytics tracking, allowing you to access key information such as age, gender, occupation and what time they are online.

- Explore Ad Manager, which allows you to target potential customers specifically by their age, gender, interests and more.