

Our top tips for social media

There are many factors to take into consideration when looking at how to perform well and best reach your audience on your social media channels. We have put together some top tips when it comes to the world of social media!

Engaging with Influencers

Influencers are people who have a strong power to affect the purchase decisions of others. Viewed as some of the most credible sources for opinions, a positive review from them can influence the opinions of others, and gaining followers from influencers will add credibility to your own social media activity in the eyes of future visitors.



Using Imagery

A great image will instantly get your post more views, with people-based imagery in particular generating more engagement. Remember to brand your graphics to company colours, fonts and logo when needed. **Top Tip:** *To get you started you can use a range of high-quality royalty-free images sourced on platforms like Unsplash, Pixabay and Shutterstock.*



Encouraging Conversation

Research shows that LinkedIn encourages posts that initiate meaningful conversation, and adding a simple question into your post could greatly increase the chances of it being seen by people.



Content Tips

- **Posting Unique Content** - Posting unique and original content that none of your competitors can replicate can help to generate positive word-of-mouth exposure for your organisation. Keeping up to date with the news and signing up to Google Alerts will help you to engage in new content that is relevant to your industry, despite original content being difficult to find and create.
- **Keep it Varied** - Mix your sales-focused content and best reach your audience on your social media channels with more conversational posts to encourage engagement and add a human element that business pages often lack.
- **User-Friendly** - There can often be a lot of misconceptions and confusion around lifetime mortgages. Make your content as easy to understand as possible by avoiding jargon and industry terms.

