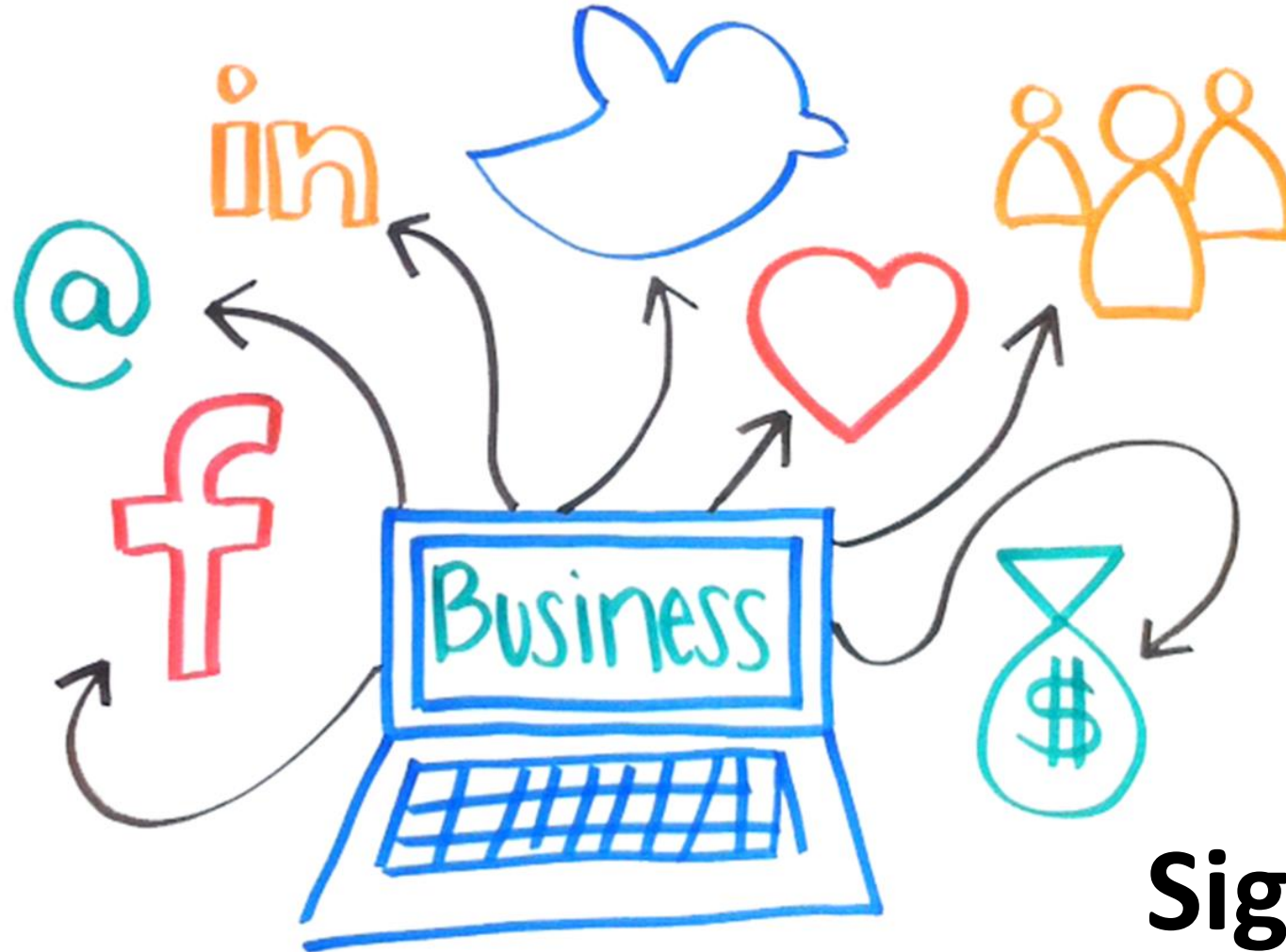


How to Use Social Media for Your Business



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BEST SOCIAL CHANNELS FOR HOME IMPROVEMENT





Keep it short.

Facebook posts between 0-80 characters long receive the most engagement. The more characters you add after that, the less engagement you can expect.



Use visuals – video is BEST.

Use photography or video with every post. Photos typically receive 2.3x more engagement than links. Facebook's algorithm favors video content. As a result, video posts have 135% greater organic reach than photo posts. (Hubspot)

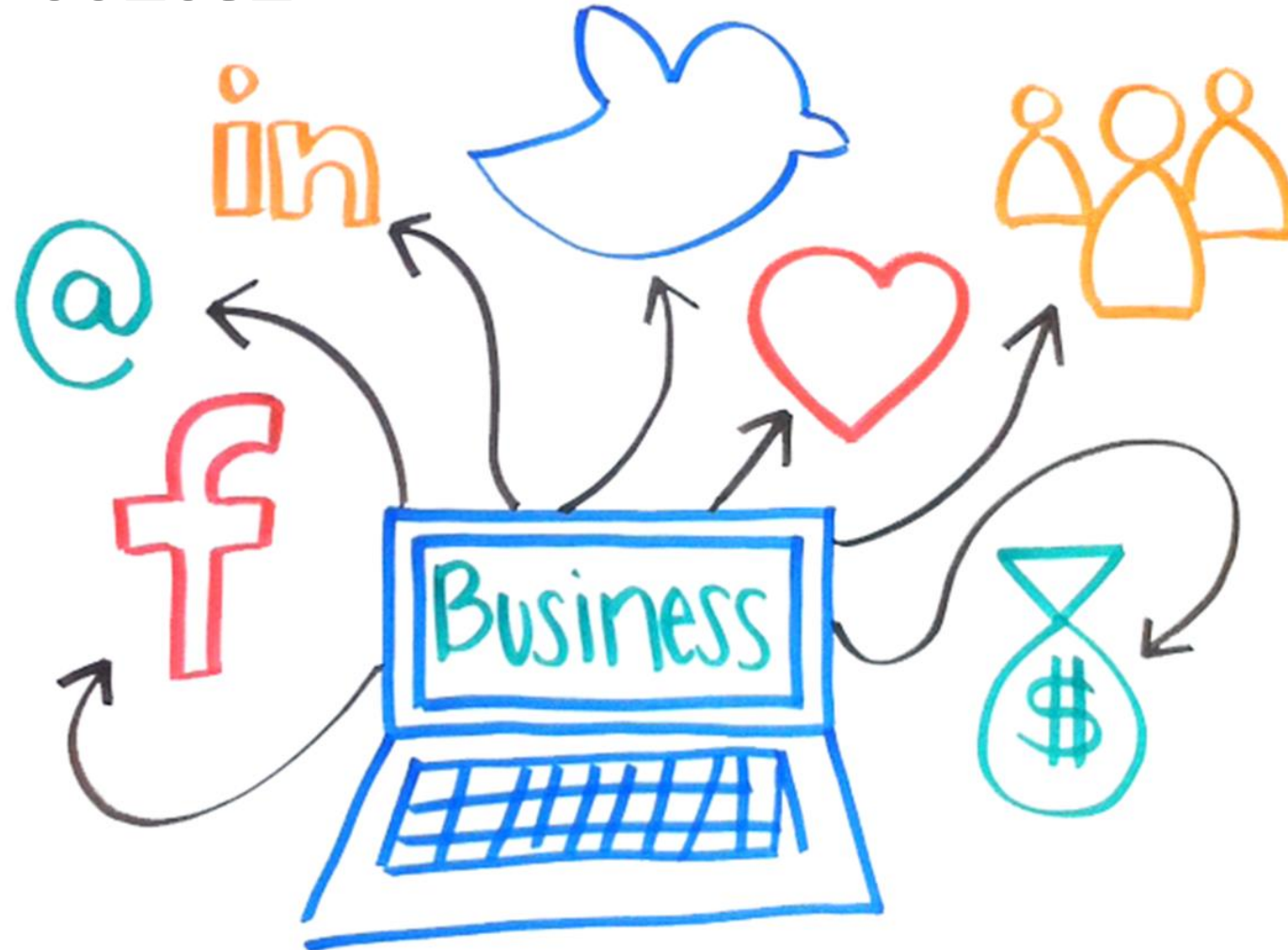


Ask questions.

Ask questions to encourage comments. This is especially important with Facebook's new algorithm. (KISS Metrics)

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Add new projects.

Add new projects when you can. This does not need to be daily, but adding new photos every couple weeks is a good idea.

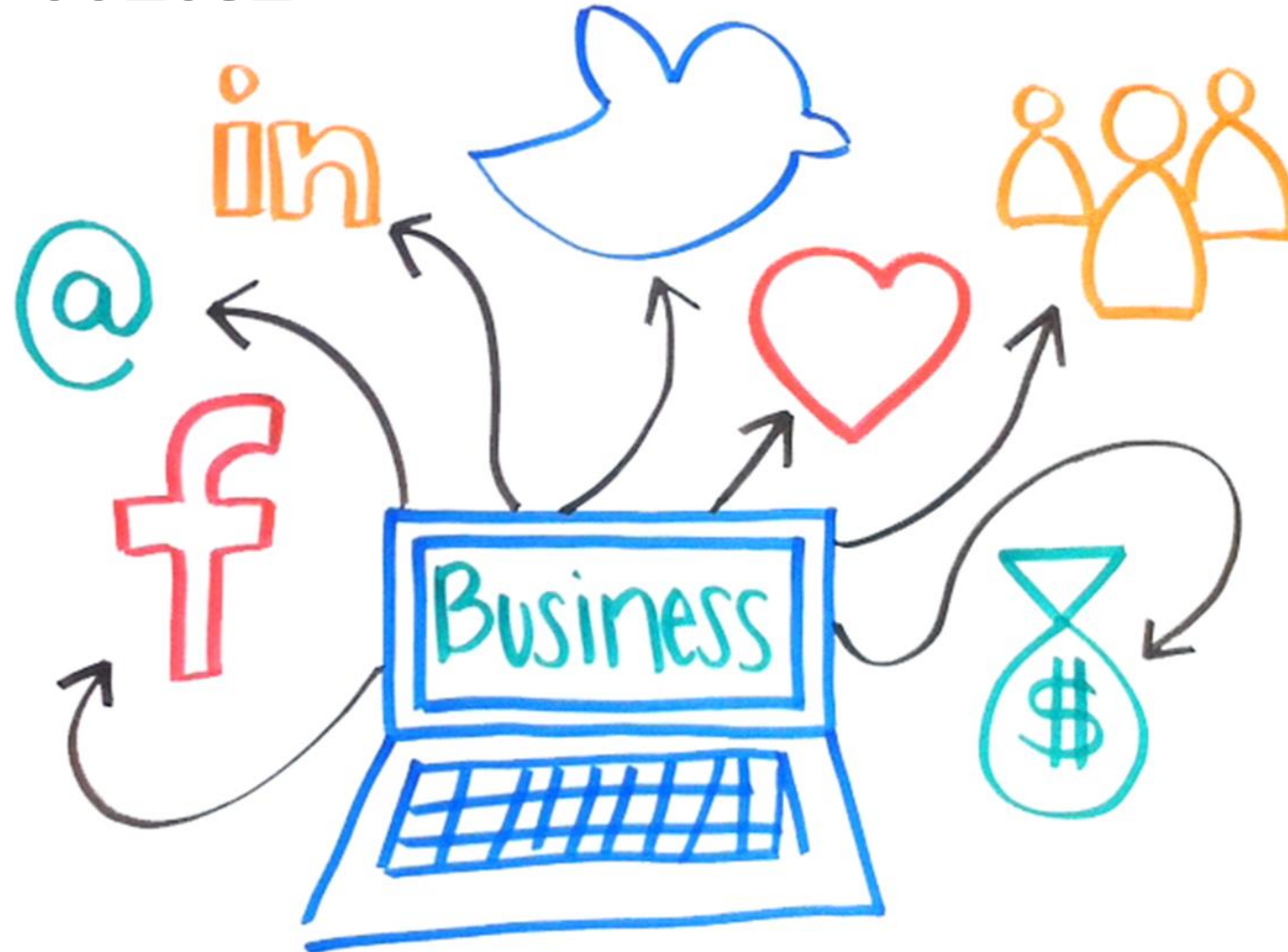


Ask for reviews.

Ask for reviews! According to a survey by BrightLocal, 88% of consumers trust online reviews as much as a personal recommendation. (Forbes)

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Tell a story.

The longer your posts, the better. Instagram's algorithm ranks posts based on how much time someone spends on your post.



Use hashtags.

Use relevant hashtags. Hashtags are your best friend. Hashtags help you get discovered, archive content and participate in trending topics. In addition, you can now follow hashtags on Instagram.



Use visuals.

Brighter photos and photos with lots of color perform best. Use multiple photos so that people will swipe through them and spend more time on your content.