

When people ask me Plz because
it's shorter than please, I tell them
no because it's shorter than yes.



Chevy Chase

@ChevyChase · Aug 15

FROM

pick&mix
MARKETING

One #shelfie is better than the
other, can you spot why?



OREO

oreo · Oct 6

TOP TIPS FOR

SOCIAL MEDIA CONTENT

Breaking Bad

Oct 9

Starstruck



Breaking
Bad

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20 tips for the days you really can't think of what to say online

About the Author

Yorkshire based social media experts, Pick & Mix Marketing specialise in all aspects of social media, from strategy, management, paid social and training. The team are known for consistently delivering results driven social media campaigns across multiple industries.

As social media experts, the team are proud to be known for being reliable and creative in their approach, whilst consistently delivering on all projects by working closely with clients every step of the way.

They understand that every business is different and what they want to achieve is unique, they also know that the digital landscape of social media is constantly evolving, and in order to reach the goals the business has set, keeping up to date and ahead of the game online is vital.

1 Show, don't tell!

Take short videos of behind-the-scenes - what's happening in your business right now? Share on your stories or post live videos!



2 Make it National

Find National Days relevant to your industry and integrate these into posts across all platforms.

3 Dare to debate?

Create a poll or ask a question that will divide opinion to generate engagement - for example: lunch" or "dinner"?

4 A day in the life of..

Take snippets of video and images throughout the day to show your audience what a typical day in your business consists of.



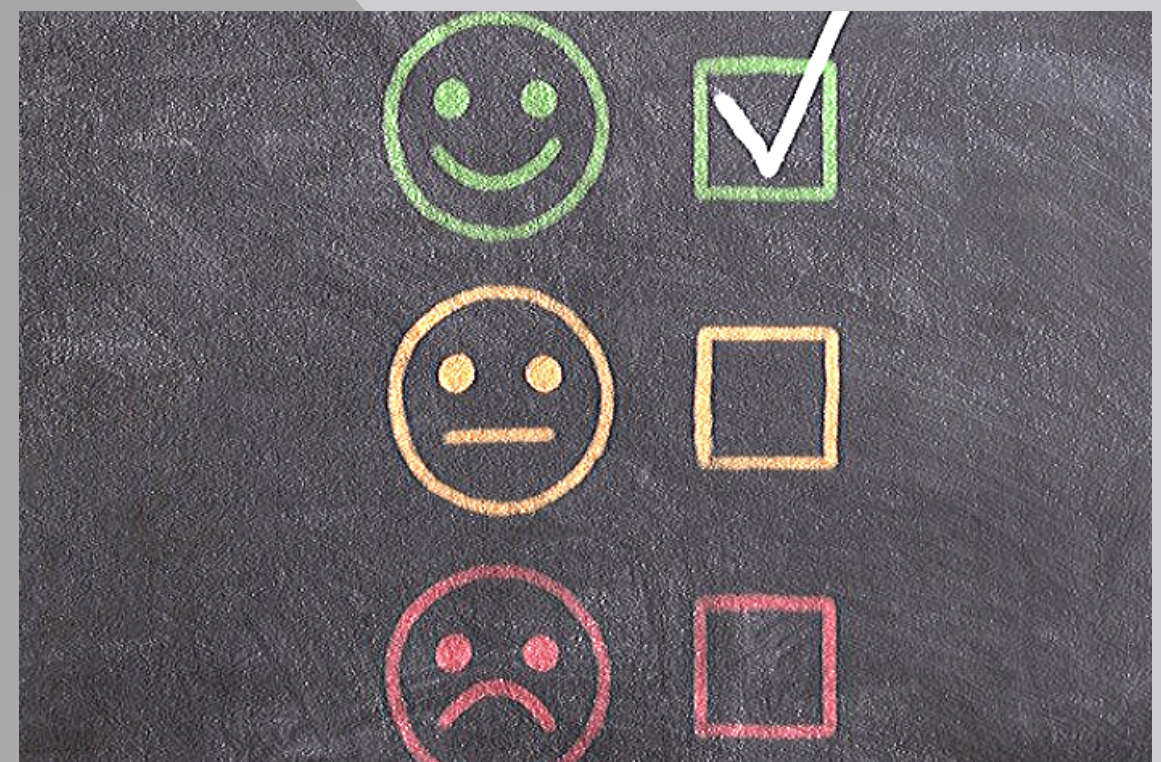
5 Create a competition

A sure-fire way of generating engagement on your posts is to create it into a competition - just be careful to check the T&C's on each platform for the up to date rules and regulations about promotions!



6 Share news

Find relevant news stories in your area or industry that you can share with a comment about why you are interested in it, or why your audience should be!



7 Share feedback

Share some feedback or a case study - showing people what others are saying about you or providing evidence of previous experience will help to build trust with your audience!

8 Shout out



Give any collaborators, partners or affiliate businesses a shout out! Tagging them in and giving your audience a reason to follow them on social too will not only help boost their brands too, but also give them a reason to do the same for you!



Pick & Mix Marketing @PickandMixMktg · 18 Dec 2019

What a fantastic end to an amazing year for two outstanding local restaurants in [#York](#)! Well done [@skoshyork](#) and [@LeCochonAveugle](#) !

9 Share your tips

Provide top tips or offer advice on something you know a lot about, that your customers may not. Giving information away is a great way to build an engaged audience and boost your credibility!



10 Provide a link

Share a link and snippet to a recent blog or article on your website - bear in mind each time you post a link to a blog, not every single one of your followers will see it, so don't hold back, these can be shared regularly to make sure you are reaching the right people!

11 Ask your audience

Go ahead, ask them! Your audience can tell you exactly what they would like to see more of from you?

12 Meet the team!

Introduce the team - people buy from people, so by putting a face to a name, you are going to help people build a personal connection with your business online.



14 Share a photo

Share a photo of your office or maybe where your product is made - letting people in on the workings of your business will help make it more "real" to them



13 Event news

Share an event that you are going to, or are hosting



15

Take a vote

Find out what people think of a certain topic or which product they'd like to see next from your business. Use a poll or ask for comments.



16

Get the animals involved

If you or your team have pets, make a big deal about them, people love animal posts on social media so it's a great way to boost engagement

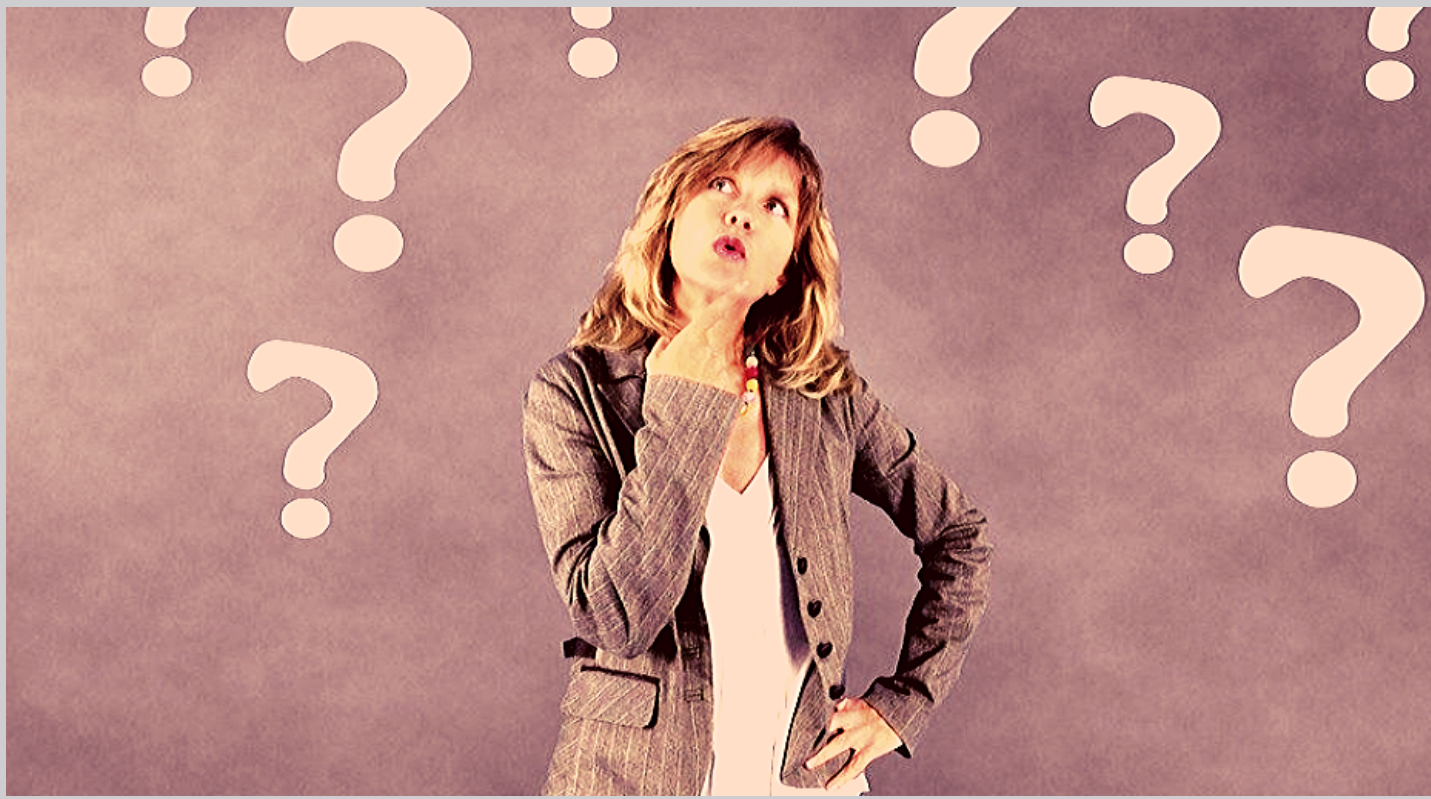


17 Outtakes

Share them - show snippets of video where you've made a mistake or photos before the one chosen for Instagram was taken...making yourself more human and accepting of mistakes can help build trust in your business/brand



18 Don't be shy, ask for recommendations



Your most engaged fans online are likely your highest praising customers too so ask them for a review to let others know what they think of your business

19 Get your audience involved



Share a photo of your workplace/products and ask your audience to share photos of theirs with you too!

20 Keep them guessing

Share a tool or resource you use and see if your followers can guess what



it is!



Need more support?

WE'D LOVE TO HELP!

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