

## ***An Overview of Weekly Social Media Activity.***

The current recommendations for Facebook, LinkedIn, and Google + is three times of week. For Twitter daily activity has been recommended. There are some who recommend higher. Of course, if something is pressing it should out immediately.

Pinterest should have at least activity once a week. If you put photographs, or videos, up make sure to label them with your business name. (This also holds true for all business visuals going out on your platforms.)

This level of activity requires a variety of material. The current logic of social media indicates that sales material should only be a small part of your content (15%), with original content and “interesting” material being the bulk, and don’t forget a touch of humor. And of that “interesting material” it should also be heavy on the visual.

What this achieves is that people will want to “like” your page, because they know they will find intriguing posts. It also is offering them items they want to share amongst their friends. This not only spreads word of your business beyond your immediate followers, it encourages new people to seek you out.

Original content, or promotionals, should set the theme for the week; preferably with all other material having some tie-in.

Also, it is recommended to go through the newsfeeds of the various platforms, and share from the newsfeeds interesting, or timely, material. This is one of the reasons to “like” pages of your favorite organizations, charities, magazines, or favored businesses. “Sharing” between other local businesses, or organizations, helps build your network. Also, all of the activity affects how Facebook, LinkedIn, Twitter, and Google measures your sites.

Even “liking” an article, even if it is not “shared” helps both your page, and the page that the post came from.

One thing to keep in mind – Don't be shy about asking friends or customers to "like," "share," or "follow" your various social media platforms.