



SPICE UP YOUR SOCIAL TIMELINE

3 TIPS TO ADD SOME **KICK** TO YOUR FEED



IS YOUR SOCIAL MEDIA STALE?

Is your social media timeline looking a little too same-ey? Is every post asking you to SIGN UP NOW or JOIN HERE, as engagement dwindles? It might be time to spice up your attitude toward social media and **give your followers a reason to follow.**

This shift shouldn't be asking for much extra work, but the effort will be worthwhile. Bear in mind that these additional posts may require some extra elbow grease, and results may not be immediate, but **earning back your followers' eyes is a labour of love**; Especially when every other post on their timeline is begging for their attention as well.



FIRST TIP HOST A CONTEST

Hosting a contest can be a fun and explorative way to engage with your audience and **create buzz around your organization.** It can be anything! That's the fun! Depending on the tone of your branding and marketing style, a well thought-out contest can **make your social media pop.**

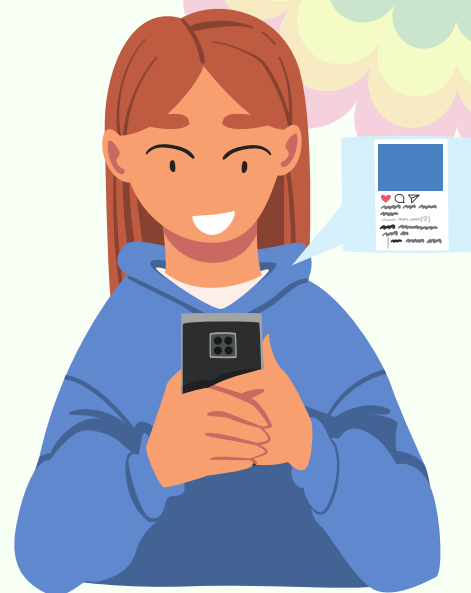
CONTEST IDEAS AT A GLANCE

- Host a giveaway! Make a swag-bag to give out to one lucky commenter.
- Artwork contest- get your followers to send in artwork to win a prize!
- Hashtag posting; Make a specific hashtag (featuring your org name) for followers to use- dance, show your pet, office desk tour, or favourite snack!
- Tag a friend to win a treat- partner with a fun org, maybe a local ice cream shop to give away a sweet treat or page mentions!

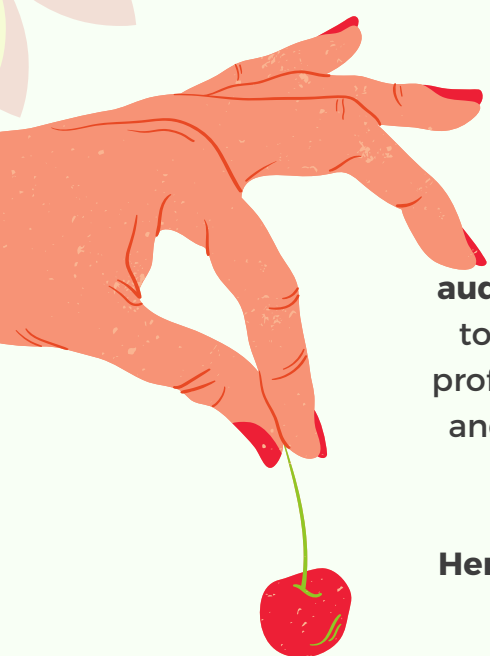


SECOND TIP MAKE IT PERSONAL

Try to get more personal with your audience, and **invite them to get to know your organization:** Who's your President? What does the office look like? Any staff pets, quirks, or fun artwork? Host an Office Pet Showcase or even an office Costume Contest (participants willing). **Followers care more about what you have to say** you're not just a CLICK HERE machine, **but a person behind that screen.**



THIRD TIP FIND AN INFLUENCER



Get ahold of a local or relevant influencer and **cross over two audiences and possibly gather a new clientele.** Ask the influencer to tell a story, visit your office, or temporarily take over your social profile! **This adds a human touch to your org,** and keeps things fun and light - keep in mind that this influencer is a guest, and expect to compensate them with some cash and swag.

Here's a thought: Combine a contest with an influencer takeover!

EXTRAS TO CONSIDER

Often times, your social media page will have standardized posts that need to go out every few months. These posts are consistent and necessary, **and removing them won't do any good-** instead, these tips hope to **fill in the gaps** and spark further recognition from your audience. Next time you're posting those standardized post, **your followers might actually consider reading instead of skimming past.**



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