

# "How To Keep Your Social Media Interesting And Fun!"

You can spend a lot of time and energy using social media to promote your business. It's easy to let it become routine and sometimes pretty boring. So here are some ideas to keep your social media activity up to date, interesting and yes, even fun!

## ***Engage with your audience***

As soon as someone visits your FB page/website, you want them to stay or come back, so start by engaging with your audience!

← Important

1. Make your website or Facebook page interactive by doing simple surveys for customers and other visitors about your industry sector. Publish the results in the form of a blog, or make it look interesting with a graph or other visual display.
2. Ask an expert to be a guest blogger for a day.
3. Make sure your forums are active – put questions and answers on yourself if things have been a bit quiet!
4. Involve visitors by sharing/retweeting their posts, articles and pictures.
5. Pictures are shared more often than other stuff so post photos on your site/FB page. Make them interesting and relevant for your customers by including comments or quotes about the pictures.
6. Make a point of replying to visitors' comments or sharing their posts.
7. Interview your customers about industry issues and ask them why they use your products or services and for testimonials.
8. Tell your own story about how you started your business. Make it personal with stories of your trials and tribulations. Invite people to share their own experiences.
9. Once a month, hold an "open day" where other businesses can come to your site or facebook page and promote their businesses and upload links to their websites.

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## ***Technical stuff***

10. Don't just write another article. Make "breaking news" videos – much easier to watch!
11. Make difficult technical stuff interesting by making "how to" videos. Your customers will appreciate seeing the human side of the subject.

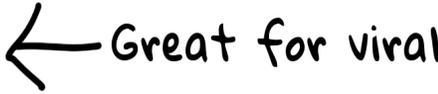
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12. Use the same content to write a “how to” article or record as audio, for those customers who prefer more traditional ways of getting their technical fixes.
13. Anyone can be their own publisher: write a short ebook or kindle book about your subject!

### **Info**

14. Become the “go-to” expert in your field with weekly news, with articles or videos about business issues.
15. Do short interviews with other experts or specialists in your field. Make it a regular event with weekly/fortnightly interviews with 5 or 10 questions via phone/skype.
16. Make information easy to digest – give it in the form of graphics or videos.
17. Do daily/regular Google alerts or tweets about breaking stories in your sector.

### **Fun**

18. Keep things interesting and fun with funny personal stories – people like to see the human side of the business!  ← Great for viral
19. Do monthly contests/surveys where people can win a bottle of champagne or some other relatively inexpensive prize, such as some free goods or services.
20. Guess the baby: ask others to post mystery photos of themselves as babies or children and ask visitors to guess who it is.
21. Post an “interesting fact of the week” about your industry sector, something not too serious!

### **New stuff**

22. Start marketing several weeks ahead to build up a bit of a buzz about your new products or services. Set a launch date and stick to it!
23. Launch new stuff as an event on FB or website. Make a real event of it to get the most out of the interest you’ve built up.

### **And finally – milk that content for all it’s worth!**

24. Use that stuff you’ve spent ages writing or recording and use it in other ways. Film your blogs, write up your video tutorials. Make sure that all of your social media content can be used in lots of different ways. Do monthly summaries of your new stuff and remind people about existing goods and services.

Give us a call  
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