Here are 7 tips to create perfect social media posts & tools that help you get your work done in no time.



* Tailor your social media posts for each network.
* Content is still king. ...
* Create multiple visuals for your content. ...
* Use hashtags in your social media posts. ...
* Harness the power of emojis for your social media posts.

Many social media marketers manage and share social media posts across multiple social platforms. However, social media marketing is NO “one size fits all”.There are 3.7 billion people worldwide who are actively using social media. They are using it for personal relationships and entertainment, for work and research, and business communication. For corporate communications strategy, social media has grown from a “nice to have” to a “must-have” discipline.But, the world of social media is fast and highly diversified.

New social networks arise while other loose members and significance. You don’t need to jump on every bandwagon to reach out to your targets. However, it is wise not to capitalize on just one social platform for promoting your brand.

# Tailor your social media posts for each network

* Each social network offers different options for presenting your content. Social platforms not only differ in the number of characters, image formats and sizes they provide for your posts. Also, communities engage differently with content and post formats. The better you know your audience and know the way they are engaging on each social platform, the better you can address them.Tailor the message for your posts to fit each social media platform and audience:
* Adapt your comment to the number of characters allowed on each platform. Take a look at the number of characters displayed in the preview to make your meaning come through.
* Make sure your images correspond to the images sizes the networks provide. Consider adapting your images to create specific images for Pinterest and Instagram to make sure your message will be presented in the best way to fit these platforms.

# Content is still king

* Don’t post everything everywhere. Only share quality content that will benefit the audience of the respective social platform. Capitalize on content that converts best for each of your communities.
* Share content that hits the interests of your target audience.

# Create multiple visuals for your content

Create multiple visuals for your content, such as photos, images, infographics, gifs, and videos. Capitalize on all your visuals to share, reshare and repurpose your content. For instance, if you share content that contains more than one image, share all your images – one at a time – to repurpose your content. This will extend the lifetime of your content and allows you to reshare your content without repeating yourself.

# Tools to help to create visuals for your social media posts:

* Canva helps you to create visuals and infographics super fast and easy. Canva offers a huge variety of templates, layouts, photos and icons you can use to create professional-looking images.
* Pixabay, Pexels or Unsplash offer a huge collection of stock photos you can even upload to your Canva designs.
* Movely and iSpring Free Cam enable you to create animated videos and professional-looking screencasts.
* With the Internet Marketing Ninjas Tool you can resize your images for each social network quite easily.

# Use hashtags in your social media posts:

Hashtags have become essential parameters for linking your posts with current discussions (trending hashtags) or turning your social media posts into searchable content. However, hashtags don’t work equally well on all social networks. They work well for Twitter and Instagram, but they perform less on LinkedIn and Facebook. Also, the character and number of hashtags work differently per network.For instance, Tweets using more than two hashtags see a significant drop in engagement. Whereas on Instagram, the more hashtags you use, the more engagement you see.

* Use hashtags only on posts relevant to the topic. Using mismatched hashtags just for getting attention, won’t do you any favors since people easily get annoyed if they don’t find what they are looking for.
* Only use relevant keywords and phrases for typical search words on your topics.
* Don’t #spam #with #hashtags. Over-tagging a single post or adding them to every word will make your post illegible.

THANKING YOU