

7 Tips To Make Share-Worthy Social Media Content



Ultimately, social media became a battleground for brand recognition. So how do you compel somebody to stop scrolling through their feed and click on your link?

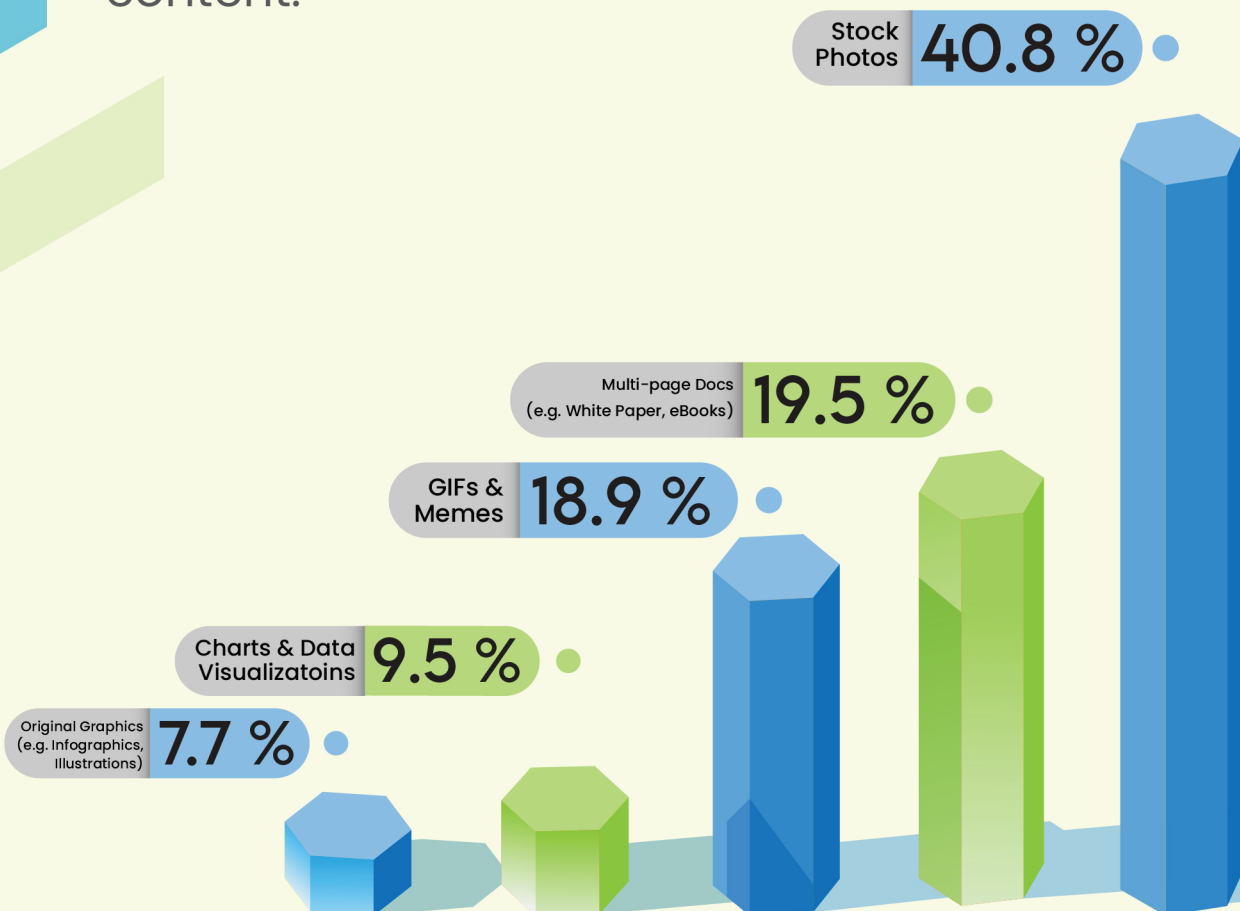
Visual content is the kingpin. But not all have the manpower, tools, and skills to come up with one. This is where most start-ups suffer.



Venngage mentioned that approximately 40% of marketers depend heavily on stock photos. However, only 13% of them claimed that these stock photos greatly achieved their marketing goals.

That only means one thing: social media publishers need to find an alternative.

Fret not because we have a list of strategies on how to nail next-generation social media content.





1 Understand first the psychology of sharing.

A psychologist from Austria, Ernest Dichter, wrote a Harvard Business Review article entitled "How Word-of-Mouth Advertising Works." The article summarized the things that encourage users to brag about certain products or services.

33% (Product Involvement) - The customer is really happy since they've bought the product. They want to share their experience with their friends and family.

Self-Involvement (24%) - After seeing the post, you feel loved and appreciated. Your friends are proud of you. You want to be seen as always on top of the trends, and when people see you, they admire you.

Others (20%) - The urge to share to extend a hand.

Give an inspiring message - (20%) - The post is generally inspiring and valuable. Therefore, you need to share it.

Ernest Dichter pioneered marketing research that tapped the unconscious desires of the consumers. His attempts to cultivate consumers' emotions and drives to influence them or sway them by certain factors.

In a nutshell, the best social media marketing strategy is to hit 2 parts of the brain: the LOGICAL and EMOTIONAL parts. For a brand to make a name, it needs to deliver self-expressive, functional, or social benefits to the customers.

In other words, brands need to know how they will deliver their value equation. They need to communicate in a way that tells the customers why their brand is worth the money. Hence, it will always come back on how brands craft differentiation and innovation against their competition.

The bottom line here is, more than just shares and likes, users need to stick around as well. This is where the true value is for the brands.

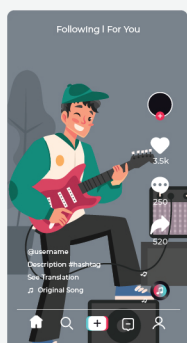


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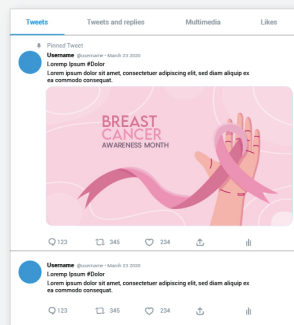


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20% Others

The urge to share to extend a hand.



2 The art of storytelling

You need to answer one thing. Why should the users care?

People rely on their social circle when they need advice or suggestions. But what is more important is that they believe and trust their sources. A brand is just like a person since it needs to assure customers by being credible, relatable, and consistent.

In other words, audiences are looking at brands as a friend who can help them solve problems or achieve a specific goal in life.

The trick is to be able to tell a story that will stir their emotions.



You can do this by listening to the audience. Ask yourself, what would you want to read? What would make your day? Your goal is to understand the criteria of your customers. This helps in creating value propositions.

Once done, your next mission is to convey it in a way that will leave your customers wanting more. So, how will you present your story to the audience?

Storytelling is not just about the content, but it's also about authenticity and transparency.

Authenticity is when you are able to communicate your message in the most genuine way.

Transparency is when you let the audience know everything that is going on with your brand

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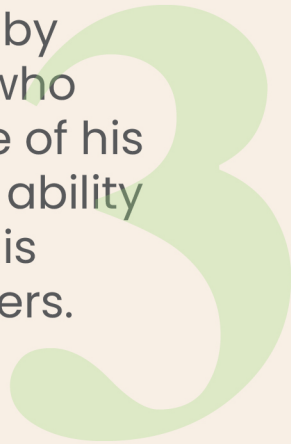
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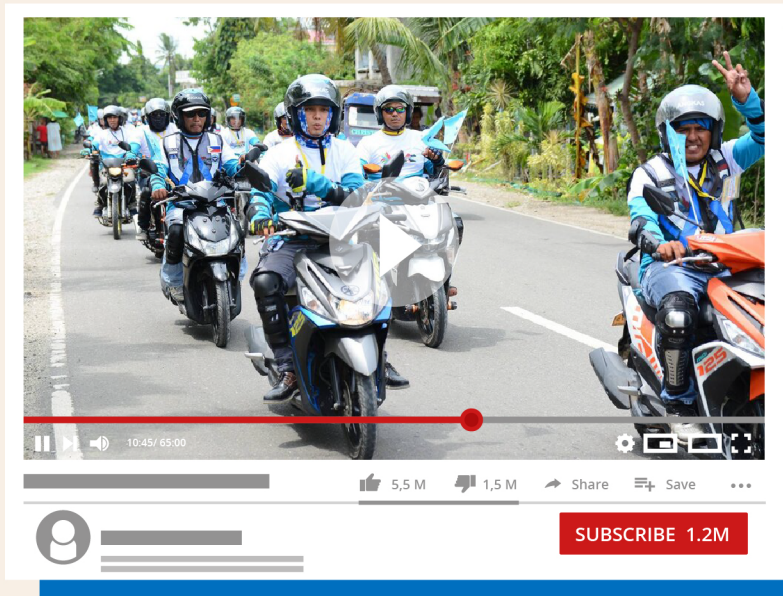
3 Authenticity and originality always rule.



Can you still remember Khaby Lama, a TikToker from Italy who garnered attention because of his funny facial expression? His ability to bring comedic effect to his posts got him a lot of followers.



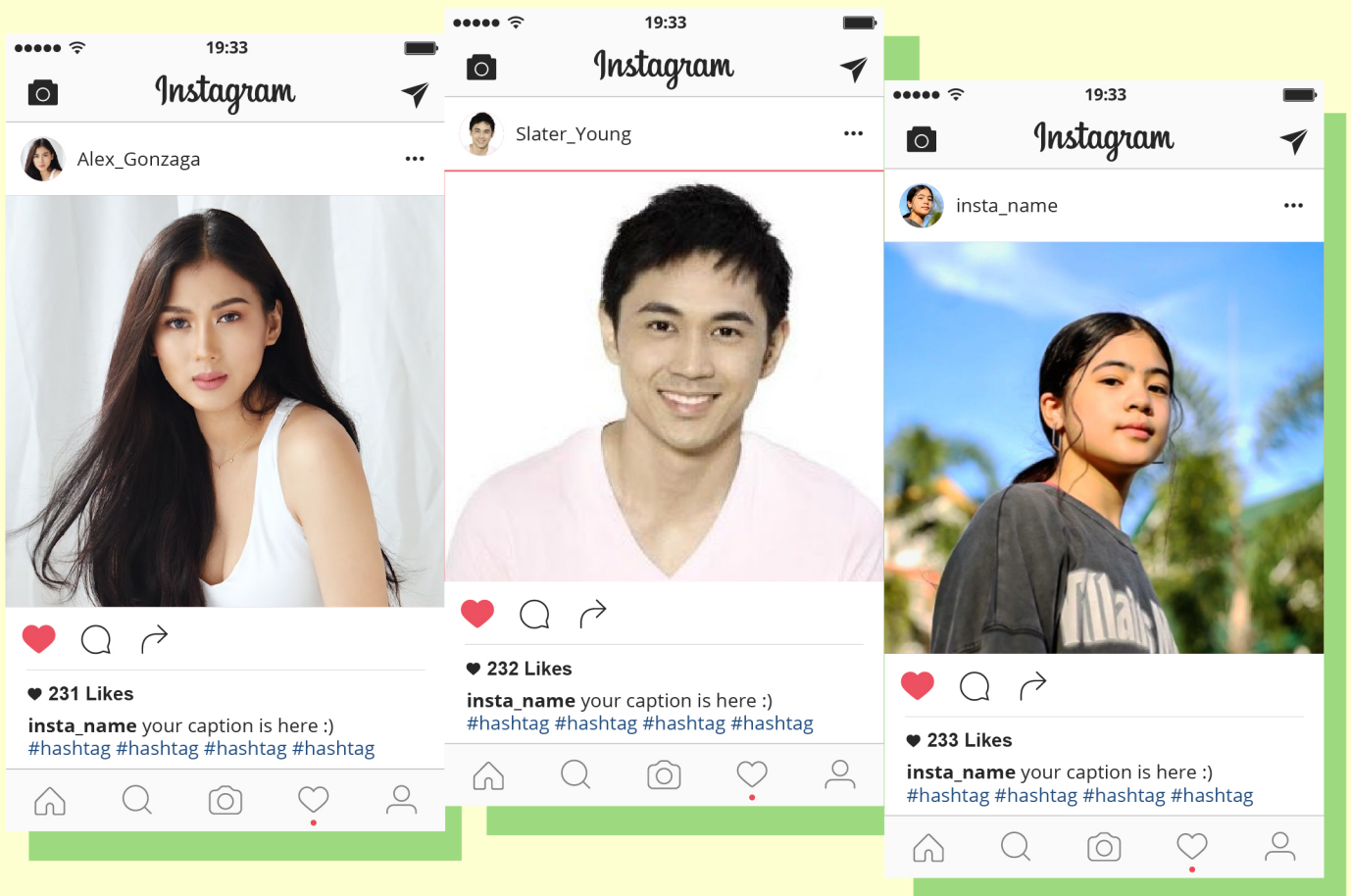
This is an example for brands, for they need to be funny to engage their audience. For example, Angkas PH knows that their target audience is mainly people who are on the go. These are people who grind every Monday to Friday and have a busy time on the weekends.



With that in mind, they have come up with a content strategy that will help to cater to their target market. Their funny yet witty memes draw attention, increasing engagements and helping them to spread their brand.

4 Work with influencers.

To strengthen your social media presence, you have to leverage influencers. An influencer is a trusted individual who has gained credibility and trust from followers.



They are your advocators and evangelists. Be it a celebrity or a blogger; they always have the connections. As a brand, you need to know how to use them to your advantage by understanding what they want.

5 Go Live.

Another effective way to build rapport is to go live. Facebook, YouTube, Instagram, and LinkedIn are the best social media platforms where you can go live.

The main goal for going live is to build brand awareness and engagement.

Branded and popular personalities from all walks of life are willing to share their thoughts, activities, and experiences on social media. Facebook Live is a great way to connect with your audience as they can discuss their opinions and have you responded to their queries during the moment of live streaming.



6 Use paid ads.

Your copy and creatives will go a long way in telling the right story. You need to give it some boost by using paid ads.



7 Grab your audience attention.

How are you supposed to convince an audience if your content is not engaging? Aggressive post titles are needed. This is how brands can hook their audience.

The viewer must be captured for the first few seconds of the video to watch the whole clip. After that, compelling graphics will do the trick.

The first three seconds of your content or video need to provide your users something that stir their emotions and curiosity. They need to get them interested. They need to be your hook.

What would be your bait to entice these uninterested users?

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You need to know the line between being a friend and being a brand

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Social media publishers need to know what works and why. They need to plan and strategize their content. Don't just publish your post and hope that something will click with your followers.

You need to test different kinds of content to see which one performs well.

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