

Improving Your Organic

Social Media Reach: A Checklist

- Post consistently.** A content calendar coupled with a social media scheduling tool (like [Hootsuite](#) or [Later](#)) will help here. We recommend posting on Facebook, Twitter, TikTok, and LinkedIn at least once a day, and on Instagram four to six times a week.
- Sell stories and experiences, not products.** Share customer testimonials, employee behind-the-scenes interviews, tips and tricks, motivational quotes, and your brand's "why" — people enjoy interacting with relatable content that offers entertainment, information, or some other value.
- Use engaging formats.** Polls, questions, and quizzes can go a long way in driving engagement and, subsequently, reach.
- Humanize your brand.** Organic social media is a fantastic opportunity to showcase the people behind your brand — consider posting behind-the-scenes sneak peeks or quick introductions to your team members.
- Find relevant hashtags.** While nobody likes seeing content inundated with hashtags, having a fine-tuned hashtag strategy can help you get your posts in front of a larger audience.
- Add personality to your posts.** A conversational tone is a must, but beyond that, don't be afraid of using puns and emojis — if that's aligned with your brand identity.
- Feature user-generated content.** Sharing images, videos, or testimonials from customers doesn't just deliver a massive dose of social proof. It also invites the original creator to share your content with their networks.
- Maintain consistency between platforms.** However, try not to post identical content across them — your strategy for each platform should be unique and tailored to their best practices.
- Tap into trends.** Hopping on the latest viral dance challenge on TikTok or using a trending sound on Instagram is an A+ way to reach a new and larger audience.
- Cultivate a community.** The ultimate goal of any organic social media strategy is to build a thriving community of brand fans and advocates. Consider opening a group or channel on Slack, Discord, or Facebook where your followers can share their stories, interact with each other, and deepen their relationship with your brand.
- Offer followers exclusive experiences.** From early product launch access to special discounts to invitations for VIP-only events, delivering perks to your followers can go a long way in encouraging new users to interact with your content.