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How Often You Should Post to Social Media

Transcript

How often should you post on social media? That was the hot hot topic this week with my clients. I'm the summertime, so it's busy and there's lots of events going on, especially for local businesses, local small businesses. So a couple of my clients were slightly disgruntled because they felt like I wasn't promoting their stuff enough. They wanted me to post, post, post, post, post, and so I had to talk to them about the strategies behind what I was doing and why it wasn't as bad as they thought it was. So that's what I'm talking about today. How often you should post on social media. I'm Nancy Brasil and I'm here to help small local business owners, DIY their online marketing, streamline their online marketing so that they can spend more time on what they want to do and what they love to do their business. Maybe you've been focusing on your business and doing the day to day things that you need to do so you haven't focused on how to do social media or online marketing.

That's okay. That's what I'm here to help you with and you don't have to do all the things. You just have to do enough to build your presence online, attract more customers and it's not as complicated as everyone makes it out to be. So my name's Nancy, the seal and that's what we're going to talk about today, what you need to do to build your presence and attract more customers. Sound good? All right guys, before we get started, I just wanted to say that um, there will be links or there are links in the description for a lot of the things I'm talking about today. Um, I've listed articles that I refer to in this video and I've also listed one of the tools that you can use to boost your online presence. I created a free profile checklist for you. It covers linkedin, Facebook, Twitter, Instagram, and Pinterest.

And it gives you three hotspots, hot zones on each profile that you should definitely be hitting. And not only does it tell you where you should be filling things out, but what you should be putting in those blanks and how to get a little bit of extra juice out of those things. So you can download that free checklist to make sure that all of your profiles are working as hard as they can be for you. Go to nancy-brasil.com/profile-checklist. I'll run together and again that link is in the description and you will be ready to check off all of those things on each profile so that when someone's looking for you they can find you and figure out whether you're the right fit for them. And I'm guessing you are. All right, so last week I talked about, or last time I should say not last week I talked about Instagram engagement and how to get more likes and comments and you can find those v, that video and all videos that I've done live on the videos tab here on Facebook.

On this Facebook page we talked about how to build engagement and why it's important this week. Like I said, we are talking about how often you should be posting on social media and I bet it's not what you think it is. Okay. So first up is Facebook. Um, and I just want to preface this section by saying Facebook is not dead. Facebook has not gone away. Facebook isn't just for old people. Facebook isn't a relic or a dinosaur. In fact, in some ways they are way better for your business than any of the other platforms. Um, you can share things much more easily on Facebook, which means your customers and your followers can share things more easily. You can target audiences like nobody's business on Facebook. They are kind of the cutting edge when it comes to social media, even though they've been around for a while.

So don't let anyone fool you into thinking that Instagram is where it's at or some other platform because Facebook has a lot of potential. So that's what I'm talking about first, how often you should be posting on Facebook. I referenced Hubspot, a hubspot article for this. Hubspot is like my go to for anything online marketing. I loved them. And what they did a huge study on a bunch of different brands, different sizes, some with very small followings on Facebook, some with very large, and they found that pages with over 10,000 followers. That's a lot. We're the only ones that found that posting more often increased their engagement and what do I mean by engagement? I mean liking, commenting, and sharing. You especially want the commenting and sharing. So a page that has over 10,000 that could be a media publication. That can be a big brand, that could be a big entertainment property.

Anyone with over 10,000 followers on their Facebook page saw an increase in engagement. So what does that mean for you? If you don't have more than 10,000 folks following you on Facebook, you maybe shouldn't be posting all day long. They found that for organizations with fewer than 10,000 followers, I want to make sure I get this right. The more often they posted on Facebook, the fewer clicks they received. You heard that, right? The more often they post it on Facebook, the fewer clicks they got. Companies with less than 10,000 followers that post more

than 60 times a month, which is about twice a day received 60% fewer collects. That's huge. Then the ones that post get this five times or less per month. Wow, that's so big pages with between one to 200 followers. However, like the ones just getting started, you will see a small increase in clicks per post when you post twice a day or, but once you get over that 200 person mark until you get to 10,000 you really shouldn't be posting all that much.

So here's what I tell my clients. I tell my clients to picture a pie and we've invited our followers to a party. We've got this pie and two lucky two lucky followers. I know that's not really good energy. We have a Pi, I forget the party. We have a pie and if you post twice, you divide that pie of people right into two huge slices. Now I've got two huge slices. I'm getting lots of clicks and engagement in those two slices, but if I take that exact same pie, because trust me, that pie is the same size whether you're posting twice or 10 times in a day. If you take that exact same pie and cut it into 10 pieces, picture what that looks like. Now you've got little bits of people on each pie slice, right? That means that the more often you post, the more you're dividing your audience, the more your splitting it up so that maybe only a couple people see those posts.

Because remember something Facebook runs on an algorithm and the number one thing Facebook wants to do is make money like all of us, right? And they make money by boosting your posts or having you pay for Facebook ads so they're not going to naturally show all your posts to all of your followers. What if my clients just hit the 800 follower mark, which is fantastic. I'll be sharing stats on that stuff next week. It's fantastic, but I only post for them at most, twice a day at most. Sometimes it's once, especially on the slow times, like their weekends aren't as big as their Monday through Friday. They had several events going on at the same time and several people were coming to me and saying, I promote this, promote this, promote this, promote this. And I kept trying to say this is prime real estate folks on Facebook because Facebook is their biggest platform.

We can't post a whole bunch of times because then for like five people are gonna see these posts. Whereas if I post room one time, especially earlier in the week, by the end of the week, that post has gained momentum. That's part of the other beauty of the Facebook algorithm. If a post starts to gain momentum, it will gain even more momentum as a couple of days go on. So it will still work for you a couple of days out. You don't have to keep repeating. In fact, if you keep posting the same thing over and over, unless you pay for it, Facebook will show it to fewer and fewer and fewer people because they want to show them fresh content. So if you have between one and 200 folks following you on, feel free to pose. I would say two to three times a day. I wouldn't really go more than three times. That to me would be really pushing it.

So yeah, you need to choose wisely what you're going to post about, right? So that means quality over quantity. Now within that post you can have like a whole lot of text. In fact, Facebook loves a whole lot of texts, like it's like a mini blog post. That's great, but make sure you're posting something important that your audience wants to see. And don't post more than two to three times today a day if you have less than 200 now if you're between 200 folks and 10,000 definitely men not more than twice a day and in certain times, once is plenty, one time will be plenty because Facebook needs time to show that to the right people. It's going to show it to a small group of your folks and see how many of them respond. And if a bunch respond, then it will show it to more in.

If those people respond more and more and more, but if it shows it to a group of people and not too many people respond, it's not really going to show. I took a lot of time talking about Facebook. It's because I feel so passionately about it. So picture the Pie. You can either have two giant slices of audience or you can have little bitty skinny pieces if you post too many times. So that's good news for small business owners. That's good news for local business owners. That means you don't have to work that hard creating all kinds of content and posting all the time, one to post Max a day. Got It. All right, and that hubspot article is linked in the description. Now let's move on to Twitter. So if you were disheartened or disappointed with what I just said about Facebook, because you want to share stuff all the time with your peeps and you want to talk to them all the time about all the awesome things you have going on.

Twitter is your platform because most companies recommend most marketing companies, online marketing companies recommend that you post it at least 14 times a day on Twitter that you tweet 14 times a day unless you're a big star or the president or someone with a huge following, like some kind of thought leader of the day where you can maybe get away with a couple of tweets a week on Twitter. The more the better, except don't duplicate tweets. Even if you just paraphrase here and there. Twitter used to allow duplicate tweets over and over and over again and they don't anymore because bots were just loading up their cues and taking up all of the Twitter juice. So post or tweet at least 14 times a day, no more than once per hour, once per hour. So that's fantastic for you. If you are looking to share a lot of info every day or if you're the kind of business that has things happening in changing all day long because Twitter is very much an of the moment platform.

Facebook is more um, like a, like a broadcast or an archival and Instagram is almost of the moment but in a very different way. Twitter is the one where you're sharing what's happening right now. What's trending right now. Do you have a big clearance event going on? Post deals, all the tweets deals all day long. Tweet about customers coming in all day long. Do you have a scavenger hunt going on tweets? Hey so-and-so just found this. Hey, so and so just found this, hey, so and so just found this. If you are some sort of uh, B2B company, you can tweet all day

long. You can take one of your strategies and break it into several segments and tweet that sucker all day long. Because again, you only get, I think it's like two 80 characters per tweet now used to be one 20 or 40. You get essentially around 200 characters.

So you can't just go on and on and on and on. But you can tweet 14 times a day minimum. So that means you could post maximum 24 times in a day cause there's 24 hours in a day once per hour. Make sense? I hope it does. So Twitter is definitely our platform. If you're the kind of person who wants to share stuff all the time on the fly and you can schedule those things in advance too, just like you can schedule Facebook in advance or anything else. But Twitter is your platform. If you are a hot and happening kind of a business and you want to talk to your peeps all day long. Makes Sense. And like I said, the link to that, it's from buffer and the link to that is in the description of this video. Next. Instagram the Hottie of the day, everyone's all about Instagram and I'm going to be really honest with you.

Honest moment. I love Instagram as a user. I don't love Instagram as a marketer, there's certain kinds of businesses I think that do really well on Instagram, but as a marketer, Instagram is really hard to to make that translate into dollars into your pocket unless you sell clothes. Really. Um, Instagram is great to introduce yourself to people. Instagram is great for reinforcing your brand. Instagram is great as that handshake, that introduction or they're seeing your store or your business elsewhere, they pop on to Instagram cause they love Instagram and they follow you there. But to get people off the platform and onto your website or off the platform and into your store is tough. I won't lie. It is tough. It's a great visual and like I said, it's great for reinforcing your brand, but it is tough. So I love Instagram. Do you use it?

I don't love it as a, as a B2B or a B to C kind of a platform. Having said all that, yes you should be on Instagram because if someone's looking for you, they should be able to at least find your bio at the very least. And if you keep it updated, that would be even better. You don't want to have your last post be from like three years ago. So what does that mean? How often should you be posting on Instagram? This one's like Facebook. You shouldn't be posting as much as you probably think you should be. The most common, according to Hubspot, the most common posting frequency for brands on Instagram is a 11 to 20 times per month, 11 to 20 per month. That's definitely less than once a day. Now I differ with that. I think if you are less than a thousand followers, if you have less than a thousand followers, you should be posting at least once per day and if you're a B to B company, you can get away with posting once a day, Monday through Friday and probably skipped Saturday and Sunday.

Now I'm talking about the post in your nine photo grid. I'm talking about the post that shows up in your bar. I'm not talking about stories. Stories go to town stories. You Post as many stories as you want. People eat up stories like crazy and the beauty of stories is they're gone in 24 hours unless you keep them as highlights. That's a different discussion. Go check out my videos on

Instagram and find out about that. But stories go to, you can go to town on, you can just post those all day long, every day, perfectly fine. But the posts that show up in people's feed where they're scroll, Scroll, scrolling, no more than once a day, twice a day. If your pushing, if you're like in the first couple of hundred, kind of like Facebook and you're really trying to build a following, you can post twice a day, especially if you have an event happening.

Um, if you've got really great photos or really great content to share more than that and your posts will not work for you, they will not get shown to your followers. They will not be discovered. So you can start with one. Here's the beauty of Instagram. You can start with once a day, try once a day for a week, then try twice a day for a week and then compare your numbers. See what happens and you can go back and forth and tweak it a little bit. But I'm going to recommend when you're first starting out to post, if you can twice a day at least once a day. But once you get over that thousand follower mark, once a day is going to be plenty for you because again, Instagram needs time to show your post to people. It needs time for that algorithm to dig through and find who they think you should, who should see your stuff.

So you don't have to go, you don't have to be posting. Oh my gosh, definitely not three times a day. Definitely not. Not. So the beauty of this is, again, you can craft your posts. You can take the time to make gorgeous photos, gorgeous content, crafted a well thought out caption because quality is definitely more important than quantity on Instagram. So important quality over quantity, big time. Should it be picture perfect? Not necessarily. If you're like that, that's fine, but it doesn't have to be picture perfect. But it should be interesting. It should be up close. It should draw the person in. And the caption should spark something in them. Inspiration and answer, entertainment, education, something. So you don't have to kill yourself to create a ton of content for Instagram, but you should be quite creating quality stuff once a day, maybe five times a week.

But you don't have to go crazy. You see the good news, everyone's working way harder than they need to be. Stop it. Stop working so hard. It's not necessary. Okay. Pinterest. Yes. Pinterest. Pinterest gets lost in the shuffle. Pinterest isn't actually a social media platform. Pinterest is actually a, what am I trying to, more like a search engine. They call it a discovery, a discovery platform, because people discover brands, influencers, other people on Pinterest, ideas, et cetera. But Pinterest is such a huge traffic driver. I love Pinterest and I especially love Pinterest for small local businesses. Yes, small local businesses. Um, because even though it is a global platform, you can definitely attract your local peeps through Pinterest. If you're like a doctor or dentist, Pinterest is probably not your platform. But if you are a florist, if you're in the wedding industry, if you're a landscaper or if you're in real estate, if you're a homeowner, if you're in many, many most sell to homeowners, many, many other industries that are local

businesses, service providers, especially all Pinterest can drive huge traffic to your website, huge or to your videos, whichever you want.

So how often should you be pinning on Pinterest? Those of you who are revved up for the, for Twitter because you love sending stuff out all day, this is your bag. Pinterest, they recommend pinning 10 to 30 times per day, 10 to 30 times per day. Does anyone even have that much content? The good news is all those pins don't have to be your content. In fact, it shouldn't be, I would say like two thirds of your content to a third other people's content, but you can pin 10 to 30 times per day. The article that I am referencing in the link up here is from simple pin media. Kate all is the owner of simple pin media and she is like the Pinterest Guru. I love her. I listened to her podcast genius and most of her education and information comes from the data they get from their own clients, their own clients, Pinterest marketing, so you know it's for real.

They're not just like pulling these out of thin air 10 to 30 per day. Now you're thinking, oh my God, I'm going to pull my phone out 10 to 30 times a day and like take a picture of something and can it or like try to come up with a graphic. You don't have to do that. I use tailwind. Tailwind is a godsend. Tailwind is my favorite social media scheduler, including Pinterest, especially Pinterest. In fact, they started out as just Pinterest and they have added on since then, but tailwind will schedule your pins for you. They will generate a schedule for you and you just pipped them a [inaudible] pin. You can take like 30 minutes and have pins going out for a week. It's awesome. If you want to try tailwind for F for three for 30 days, I'm really having trouble. Sure. Today I am an affiliate for them because I love them so much.

You can go to nancy-bassil.com/tailwind Nancy dash the seal.com/tailwind. Read a little about that, about them and click through that link and sign up. Try It for free for 30 days. You will be blown away at how much time it will save you. And yes, Pinterest works for small local business. Absolutely. I use it for my landscaper. I use it for my wedding officiant totally works and you can pin tended to 30 times a day. And the good news is when you don't have a lot of content in the beginning to share, you can be pinning other ideas that Mesh with your own business mission. It's great stuff. So tend to 30 30 is really Max. You don't have to do 30 for sure. I probably do actually between eight to 12 per day. Yeah. I, I don't even hit 10 every day, but I, I definitely don't go over 12.

Um, I just don't think that's necessary. If you, if you have a huge site and you have a ton of content, feel free, but I don't think you have to. All right. That's it. So Facebook once a day is going to be awesome. Twice a day at most. For most of you at most Instagram, once a day is awesome, twice a day at most. And if you're over a thousand, you might not even need to do that much Twitter at least 14 times a day, once per hour, no more than one time per hour. And Pinterest tend to 30 pins per day. Do you see what I mean? The DIY online marketing doesn't have to be as hard as you think it has to be. I know there's a lot of people out there who want

you to think that you should be doing all this stuff on social media all the time, but that's because they want your money.

They want you to hire them because they're making it seem so hard that you can't do it yourself so that you'll hire them. Yes, I have clients, but I never in a million years would make it seem like they can't do this themselves. I just know they have other things they need to be doing in their business or their nonprofit. And this is not something they need to be using a brain space on or time. I would never make it seem like it's more than somebody who can handle because you can handle it. Don't let those other people fool you. You can do this. All right. That is it. If you like today's video, please follow me like my Facebook page so that you will find out about future videos and you can even join my Facebook group. Just head to the groups tab here and click on the DIY online marketing group Tab.

Join the Facebook group. You can ask questions, you can get feedback, you can get support and I will be in there answering questions and if you leave any questions here, I will definitely get back to you and answer them. And it doesn't have to be during the live. It can be later in a replay. And if you missed any of this video, go back to the beginning so you make sure you hear all the strategies behind all the frequency of posts on all the social media. Does that make sense? I hope so. All right, guys. Next week I'm going to be talking about how you should be taking photos and videos with your phone. Um, this is another thing I'm seeing with my clients. They are awesome about sending me photos and videos, but then most of the time they aren't things I can use. And so I want to share with you how you should be taking photos and videos with your phone to make sure that you are making the biggest impact you can on social media. All right? We want to work smart, not hard. All right guys, until next time, DIY then online marketing.