



# 5 WAYS TO BOOST ORGANIC RESULTS ON SOCIAL MEDIA

*When we begin working with clients to improve their social media efforts, many of them ask how they can improve their organic social media results right away.*

It's an important question, because honestly, if your organic social media is lacking in certain areas, it makes getting a good ROI from paid social media that much more difficult. There are several proven methods we use at Brand825 to boost organic results for our clients almost immediately, and we created this guide to share them with you.

If you have any questions or comments, or if you want to talk to us about how we can help your brand even further, don't hesitate to [contact us on our website](#) or find us on social media!

– Your friends at Brand825

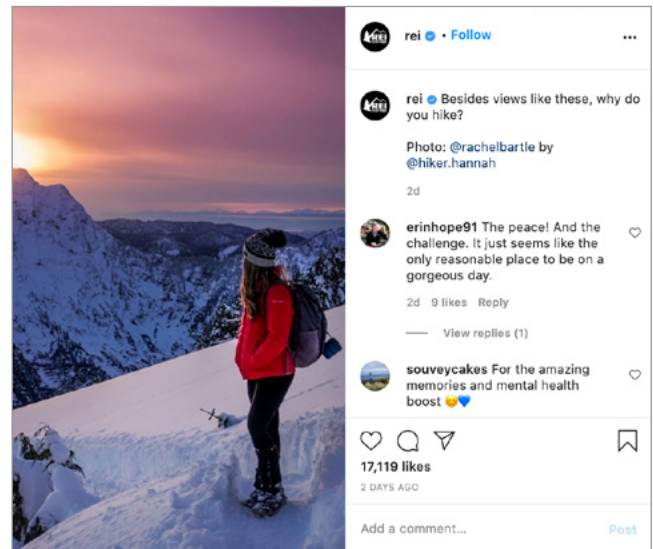
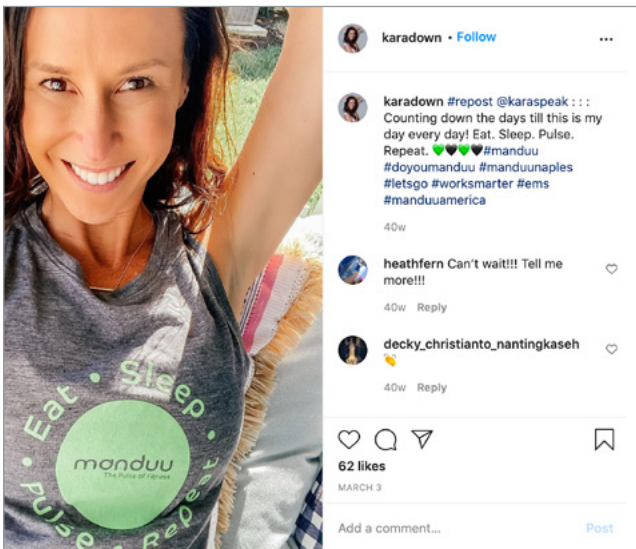
# NUMBER 1

## Leverage User-Generated Content (UGC)

*A surefire way to build brand trust ...*

UGC is created and published by your brand's users. Leveraging UGC is beneficial because it's free, plentiful and ready-to-use (just make sure to ask the original creator of the content for permission before sharing to your brand's social feeds).

Additionally, UGC builds trust in your brand. According to Nielsen, [92% of consumers around the world](#) say they trust earned media, such as recommendations from friends and family, above all other forms of advertising.



***Sometimes, the best endorsement for your brand is simply an open conversation with, or among, your users.***



### Did you know?

[Facebook reported](#) that UGC featuring a brand drove seven times more engagement than brand-generated content.

# NUMBER 2

## Prioritize Video Content

*Video content is highly engaging, entertaining and informative ...*

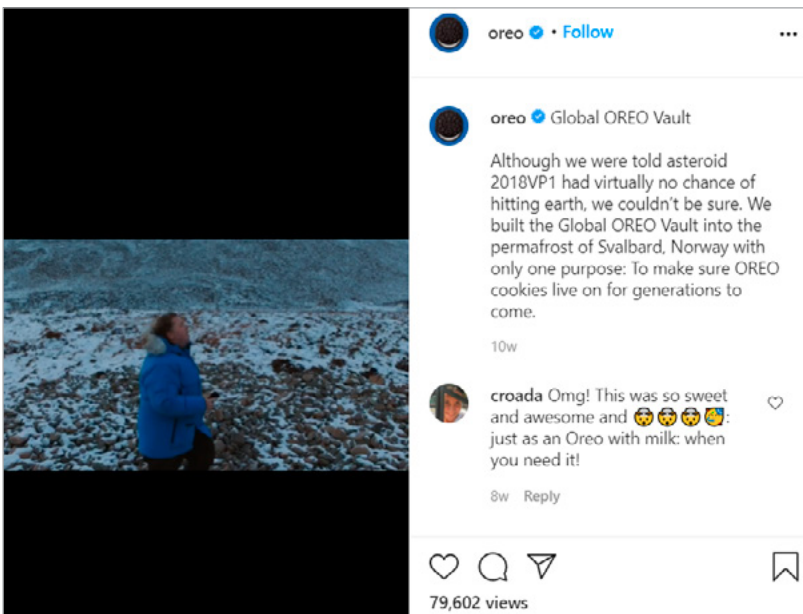
In general, people don't like to read much anymore. In fact, statistics show that videos on social media generate 1,200% more shares than text and images combined.

Platforms like TikTok and Instagram Reels are continuing to demand users' time and attention like nothing else. These platforms host viral content that people are consuming at an increasing rate, and businesses are noticing.



### Did you know?

TikTok users spend [an average of 52 minutes per day](#) on the app.



Here's an [example of a video](#) that entertains while referencing a current event.

### Here's an idea ...

Try generating some buzz with animated featurettes and ephemeral content (content that disappears after a certain amount of time), in addition to traditional live-action videos.

## ANOTHER EXAMPLE:

*Whitney Wolfe Herd, founder and CEO of Bumble, uses videos to highlight her thoughts on leadership, as well as to promote other female entrepreneurs.*



# NUMBER 3

## Do Tell, Don't Oversell

*Provide your followers with valuable content that resonates ...*



**Virgin CEO Richard Branson uses Twitter to share big ideas and thoughts that reflect the values of his company, as opposed to selling products and services.**

Today's consumer has infinite choices and a finite amount of time. If you're only using social media to sell products and services, they will quickly lose patience and move on to content they want to see. You need to captivate your audience, hold their attention and evoke a reaction.

Tell your brand story instead. Your audience will appreciate authenticity instead of constant promotion. Sharing real experiences and insight from your brand will help amplify your voice and reiterate a friendly, helpful tone. You'll generate some UGC, too!



### Did you know?

Instagram users love hearing from brands. [90% of Instagram users](#) follow a business.

# NUMBER 4

## Use Consistent Branding

*Build rapport and familiarity with consistency ...*

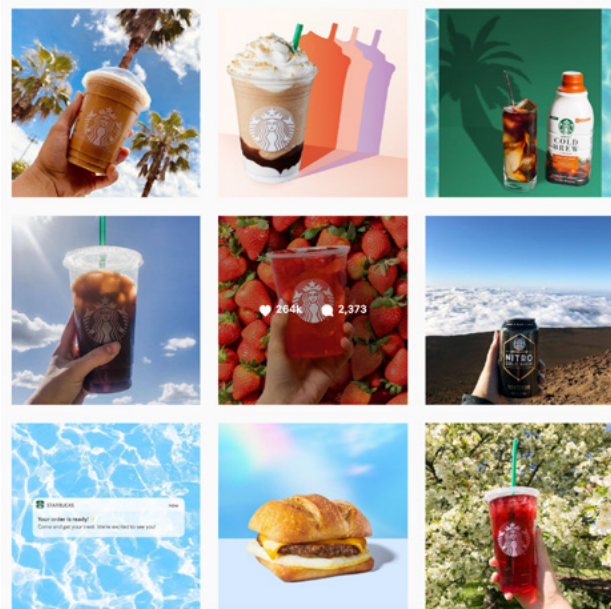
Maintaining brand consistency across your social media platforms ensures your followers will connect with your brand and understand your story. It is important to create or curate content with a similar look and feel.

To keep things as consistent and streamlined as possible, make sure you incorporate your brand colors, font, style, etc., into each social platform. Your logo, bio information and cover photos should be consistent, too.



### Did you know?

**81% of consumers** say that they need to trust a brand in order to buy from it.



**Here's a great example of consistent branding on Instagram. (Starbucks)**

### *Here's an idea ...*

Use branded graphics and enforce your brand style across your profiles. Avoid stock images or graphics pulled from Google search results!

# NUMBER 5

## Join the Conversation

*Want engaged followers? You must engage with them ...*

A plant cannot grow without water, and your social media accounts will not grow without engagement. You have to put in the effort to connect with your followers if you want them to be engaged with your brand.

Make it a priority to respond to comments and messages from followers, because [54% of customers](#) prefer social media for customer service over phone or email.



**Start a conversation on Twitter with a simple poll.**

### *Here's an idea ...*

Don't be afraid to professionally and tastefully join conversations about social issues and current events.

### *Looking for ways to connect and converse?*

- 1 All platforms:** In captions, encourage followers to engage with your content.
- 2 Instagram and Facebook stories:** Utilize polls, ask questions or go live.
- 3 Twitter:** Utilize polls and tweet plenty of questions.



For more useful tips and advice, follow Brand825 on social media or visit us at [brand825.com](http://brand825.com).

