Increase Online Visibility by adopting Social Media Best Practices

1. **Create Unique Posts**

   Instead of posting news articles on your social media accounts, re-write the story with insights from your industry.   If you insert quotes about how the news affects your industry, by interviewing prominent and well-known figures from your industry, you won't have to write lengthy articles.

2. **Share every page of your website**

   Every page of your website is a landing page. The pages of your website need to be updated constantly so that your website is current. If you are unable to share a page because the information is old, update the page and then share it.

3. **Curate Everygreen Content and share it multiple times throughout the year**

   All websites have content that is evergreen. Evergreen means content that is always relevant. You can share this content not just once or twice but frequently.

4. **Brand your images professionally (remove the white background on the logo)**

   By removing the white background on your logo gives it a more professional look.

5. **Share links of listings.**

   Whenever listings are posted, please link to the listing on your website so Users have somewhere to click for more information. Before anyone "contacts" you they would want as much information about the listing as possible. Creating that "click-through" gives them that information.

6. **Minimize the hashtags on Facebook**

   Minimize hashtags on Facebook and keep it under 3 keyword hashtags. There is a significant drop of interactions when you go above 3 hashtags on Facebook. Too many hashtags actually lowers your engagement and won't get you more likes.   The dominant use of Hashtag use on Twitter is fine as twitter users understand to search for topics using hashtags. It has never caught on with users of Facebook

7. **Best days and times to post on Facebook**

   Post content on the weekends as it gets 30% more engagement. Posting on Thursday and Friday gets 18% more engagement. The best times to post are 9am / 1pm and 3pm — Central Time.

   This is not standard and could be different in the Cayman Islands — study your posts (days and time) and determine if these days and times will also work for your Social Media presence.