

Top Tips for Directors on Social Media

1. Where do you belong?

You don't need to be on every social media platform – make sure you're on a platform that showcases your work to its best advantage
Make sure this is a platform that your target audience also uses

2. Tag everything and everyone

People are more likely to see your content if you tag other businesses and brands with a larger follower base (make sure they're relevant to the post!)

Also hashtag your posts with relevant subjects, phrases and words

3. Post pictures and videos that autoplay!

People are more likely to look at and engage with a post if there's something eye-catching about it
Clean, high quality images make the biggest impact

4. Shorten your links – especially on Twitter!

Use sites like Bitly and Ow.ly to create and track short links

5. Consistency matters

Post regularly to keep people interested in you and your work

Show them you're up to and keep them up to date by giving them insider access and posting 'behind the scenes' content

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- 6. It's not always about sales**
Post your thoughts, new ideas, sneak peeks from new work, new releases and exciting moments but don't keep pushing your newest DVD onto their feeds
- 7. Get into the #tbt and #fbf craze**
They're great for bringing things back from the archives
- 8. Always include a call-to-action**
Don't assume people will visit your website. Push your content out and ask followers to 'like' and 'share'. Don't forget to ask them to share their own thoughts and opinions with you so you can react and engage with them
- 9. Be social**
You're trying to build a community so communicate with your followers! Reply to comments on your posts, comment on other people's posts and like other posts
- 10. Don't rely entirely on self-generated content**
Don't be afraid to share and retweet posts from other pages
Sharing and retweeting allows followers to see that you're engaged, active, and not self-absorbed or narcissistic