

## POSTING ON SOCIAL LIKE A PRO

### MAXIMIZING YOUR ORGANIC REACH

You've taken control of your business's social media presence across platforms like Facebook (Meta), Instagram, TikTok and Threads, but are you truly making the most of it?

First, congratulations on diving into social media! You're snapping pictures with your phone and posting regularly. You're using hashtags, getting likes and seeing engagement (followers commenting, sharing or asking questions). After a day, a week or even months of creating your own organic posts, you start feeling like you've got it all figured out. You're in the zone, you're in the moment.



However, over time, it might feel like things aren't working as well as they used to.

At Talon, we understand this frustration because we've heard it from our clients. They've been posting organically – without paying platforms like Meta to boost their content – but still feel lost about what to do next or how to improve results. If you're in the same boat, it's time to reassess how you're using organic social media posts. But first, let's break things down.

### WHAT IS ORGANIC MEDIA?

In the context of social media, organic media refers to content that is created and shared without any paid promotion or advertisements. It's the "free" content you share on platforms like Facebook, Instagram, TikTok and others that reaches your audience through non-paid methods such as shares, comments and platform algorithms. Organic reach happens when your content is seen by your followers, their connections and others engaging with your posts, which naturally expands its reach.

Organic media contrasts with paid media, where businesses pay to have their content pushed to a wider audience through ads or influencer partnerships.

### WHY ORGANIC MEDIA MATTERS:

**Cost-Effective:** Organic social media allows businesses, especially small ones with limited budgets, to reach potential customers without investing in paid ads.

**Authenticity and Trust:** Organic posts often feel more personal and authentic, helping to build trust and foster long-term relationships with your audience. People are more likely to engage with content that doesn't feel like an advertisement.

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**Long-Term Engagement:** By building an engaged community through organic media, you create lasting connections with customers who not only make purchases but also become advocates for your brand.

**Search Engine Benefits:** Social media engagement can influence your business's search engine rankings. [Google](#), for instance, may take social media activity into account when determining how to rank businesses, which makes organic content even more valuable.

## KEY ACTIONS FOR SMALL BUSINESSES TO MASTER ORGANIC MEDIA

### 1. OPTIMIZE YOUR SOCIAL MEDIA PROFILES:

- Make sure your social media profiles are complete, with a clear profile picture, business description and contact information.
- Add relevant keywords to your bio or about sections to improve discoverability.

### 2. CREATE ENGAGING CONTENT:

- **Share Valuable Content:** Post useful, relevant content for your target audience, such as tips, how-to guides or behind-the-scenes looks at your business.
- **Use Visuals:** High-quality images and videos tend to attract more attention and drive higher engagement than text-only posts.
- **Tell Stories:** Use storytelling to emotionally connect with your audience. Share success stories, customer testimonials or your journey as a business owner.

### 3. BE CONSISTENT AND POST REGULARLY:

- Post consistently to keep your audience engaged. Use a content calendar to plan your posts in advance.
- Take advantage of **Meta's built-in scheduling tools** like **Meta Business Suite** (formerly Facebook Business Suite) to schedule posts directly across both Facebook and Instagram. This allows you to maintain a steady posting schedule without the need for third-party tools, even if you're short on time. With this tool, you can plan and automate your posts, track performance and engage with your audience all in one place.

### 4. ENGAGE ACTIVELY WITH YOUR FOLLOWERS:

- Respond to comments, messages and mentions quickly to keep the conversation going.
- Ask questions, conduct polls and invite followers to share their opinions or experiences with your brand.

### 5. LEVERAGE USER-GENERATED CONTENT (UGC):

- Encourage customers to share their experiences by posting pictures, reviews or videos. This not only builds credibility but also helps you engage a wider audience.
- Re-share UGC on your page to show appreciation and strengthen community ties.

### 6. USE HASHTAGS STRATEGICALLY:

- Research relevant and trending hashtags in your industry to increase your reach.
- Avoid overloading posts with hashtags. Focus on quality over quantity to reach the right audience.

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**7. COLLABORATE WITH OTHER LOCAL BUSINESSES OR INFLUENCERS:**

- Team up with complementary businesses or [local influencers](#) to extend your organic reach. This could involve shout-outs, co-branded content or cross-promotions.
- Influencers or local partners can help you tap into their audience, increasing your brand's visibility.

**8. RUN CONTESTS AND GIVEAWAYS:**

- Launch social media contests or giveaways that encourage users to engage with your brand (e.g., liking, sharing, tagging friends).
- Contests are a great way to expand your organic reach while rewarding your loyal followers.

**9. MONITOR AND ANALYZE ENGAGEMENT:**

- Use analytics tools provided by social platforms like Meta to track your performance. Pay attention to engagement rates, comments, shares and overall reach to understand which content resonates most with your audience.
- Use this data to adjust your strategy and improve future posts.

**10. JOIN AND PARTICIPATE IN RELEVANT GROUPS OR COMMUNITIES:**

- Engage in social media groups or online communities related to your industry. Share valuable insights, participate in discussions and offer your expertise.
- This approach is especially effective for small businesses aiming to boost visibility within niche communities.

Nurturing relationships through organic media boosts awareness, trust and sales. Engaged customers are more likely to refer your business, driving loyalty and repeat business. Sharing local promotions or events can increase both online and in-store visits, while direct interactions improve conversion rates, like website visits or purchases.

**CONCLUSION**

In conclusion, organic media is a cost-effective way for small businesses to build relationships, increase visibility and grow their brand. By creating engaging content, posting consistently and interacting with followers, you can build a loyal customer base and drive sales. However, be patient – this process takes time. Persistence and consistency is key!