

Social Media Secrets Guide

GET AUTHENTIC ENGAGEMENT AND GROW YOUR BRAND!



If you're looking to promote your business, build a portfolio, or post cute cat pictures, social media allows anyone the ability to **reach millions** of people daily.

INSTAGRAM

1. CONTENT

Photos or Videos. Your page should have a consistent theme throughout. Crisp, clear, colorful, and bright works the best.

2. CAPTION

Talk to your audience. Tag @ everyone/brand involved in the content of the post. Try to create engagement without asking questions.

3. HASHTAG

29 hashtags per post. Keep 20 specific to your content, and the last 10 more broad.

4. ENGAGEMENT

Interacting with your followers builds loyal fans. Don't forget to reply to previous posts.

5. PRO-TIPS

1-2 post a day max, and schedule posts if needed. Consistent posting and engaging fans is the main key to success on Instagram.

TIKTOK

1. CONTENT

Videos only that follow central trends. 15-22 seconds in length and well lit. Use a Ring Light or light panel if your lights aren't enough.

2. CAPTION

Short and to the point, you're limited on space. Tag @ only people involved in the content of the post.

3. HASHTAG

4-5 hashtags per post. Keep 3 specific to your content, and the last 2 from the trending page.

4. ENGAGEMENT

Wait awhile to reply to comments after posting. Don't forget about previous posts.

5. PRO-TIPS

1 post daily minimum. Trends come and go, so act fast if something in your niche is trending. Educational content is always preferred.

**Need a Little
Extra Help?**

Sign up for Digital Courses, One-on-One Training,
or Complete Social Media Management.

JESSIE DEE

BOOK ME
JessieDee.net

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 **JessieDeexx**

Award-Winning Female Photographer and Digital Marketing Creator, Based in Orlando, FL