

# youngfolks

## Social Media Savvy with Erin from Young Folks

We want nothing more than to see small creative businesses make sales and grow! As part of the Finders Keepers #togetherwearestronger campaign, we've collaborated with some brilliant and smarty-pants people to offer their expert advice especially to you! Erin is a content marketing superstar and is going to help you level-up your social media game.

Erin says... Did you know that there are 3.5 billion social media users worldwide (around 45% of the total global population). So it makes sense to leverage social media platforms like Facebook and Instagram to connect with your target audience and build a community that will rally around your brand.

Here are some easy, but really important things to always remember when crafting social media content for your ecommerce business.

### 1. Create scroll-stopping imagery

Always remember your content is sandwiched between snaps of friends and family, food photos, hard-hitting news and funny memes. Capture your audience's attention with high quality photographs, unique illustrations or original graphics that depict your brand and products.



“Pro Tip: Aiming for #GridGoals on Insta? Use a scheduling tool such as Later, Plann or Planoly to organise your content into an aesthetically pleasing grid.”

### 2. Use captions to connect

Want to drive engagement, traffic or sales? Use your captions to connect with your customer and (subtly) tell them what to do. Your imagery is what piqued their interest, and your captions are where you cultivate connection.



“True fact: When you tag a product in the image or mention it in the caption, you're making it easier for your audience to purchase from you. Use your captions to answer questions before they happen and help drive sales.

### 3. Finally, don't forget to be social

You gotta be social on social media. So don't forget to engage with your audience as well as accounts and hashtags that are relevant to your niche. Each time you publish content, spend 5-10 minutes engaging on social media and the algo' gods will reward you.

Love Erin xx

 @youngfolksdigital