



## Focus on...Content

### Keep it light

People tend to take to social media for some escapism. Even during Covid-19 and as we come into recovery try and keep your content relevant but light in tone.

### Keep it clear

Be clear about your message and precise in how your content looks. It needs to have a clear connection to your message.

### Keep up to date

It's a good idea to keep up to speed with what the platforms are suggesting when it comes to content. We have regular updates with Facebook, but if you don't have this facility - then head over to Blueprint by Facebook and have a play on there to stay on top of the updates that are happening.

### Keep it engaging

Venture outside your usual content updates with a quiz, or competitions, a good idea that's been quite successful is raffles. This gives businesses an opportunity to make some money as well as create something fun for your audience to engage with.

### Keep it you

Don't forget your tone of voice! You're still you, even in this strange time. There are some great examples of businesses keeping their Tone of Voice, but adapting their content to reflect the current circumstance. Don't be afraid to get out there and keep your audience engaged while still being fundamentally you.

**Interested in finding out more about how social media could benefit your business?**

**Get in touch to discuss which of Global's social media campaign packages would work for your business.**

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MEDIA**