

Are you becoming a social media monster?

Many people think that posting on social media a lot is a good thing. In some cases, the reverse may be true. It may be hurting your brand and could be causing you to lose out on leads.



Are you becoming a social media **MONSTER?**

What you need to know.

Every social media platform has guidelines on the best number of posts a day/week/month to help increase engagement and clicks. Plus, the quality of the posts is more important than the quantity.

For example, Facebook's number is a max of two a day, but only if you're sharing quality content and are using mixed media, e.g., text, photos, video, quizzes, and more.

According to [Forbes](#), posting three to five times a week on Facebook is better than posting seven days a week, unless you have more than 10,000 followers. Twitter, on the other hand, suggests one to five times per day to optimize engagement. [Social Media Fuze](#) offers a good list of frequency schedules for the major social media platforms.

What you need to focus on is not the amount of social media posts you distribute, but rather the goal you are trying to achieve.

If your goal is branding, then advertising may be a better fit than social media posts. Consider ad spends on the social media platform of your target audience.

If your goal is to generate leads, then writing and sharing posts that offer solutions to clients' pain points and links back to your site's landing page is your best bet.

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If your goal is to increase your knowledge about an industry than sharing other people's / company's relevant industry content along with your own is important.

Avoid becoming a social media monster by spamming your audience with too many irrelevant and poor-quality posts. Focus on your firm's goals and adjust the social media efforts to help you reach them.

Knowing what you know now, how will you adjust your social media posting frequency, content, and calls to action?

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