

HOW TO INCREASE VISIBILITY WITH Social Media Optimization

Ten Social Media Optimization Bonus Tips You Can Start Using Now

Social media optimization has the power to improve your social media marketing performance. Here are a few potential benefits:

- Increased social shares
- Increased referral traffic from social media
- Increased social media follower counts

Here are some bonus tips to take your social media optimization efforts to the next level:

1. Embedded Your Entire Twitter Timeline

Embed tweets are great, but what if we said you could embedded your entire Twitter feed into your blog or website? Visit [Twitter's official support documentation](#) and follow the steps provided.

the page. The auto-expand photos option brings the photo front and center in the timeline, and you can expand Tweets just like you would on twitter.com to see cards, and retweet and favorites counts. These new tools are built specifically for the web: they load fast, scale with your traffic as your audience grows, update in real-time, and work great in modern, legacy, and mobile browsers.

Create your own embedded timeline right now using the new timeline settings page on [twitter.com](#), or read more about how embedded timelines work on your website in the [developer documentation](#) and ask questions in our [forum for embedded timelines](#).

← Older post

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Do This: Try adding your timeline to your blog or website. You may try adding it to a blog post, or possibly your About Us page.

2. Confirm Your Website To Add Your Profile Picture To Pins From Your Account

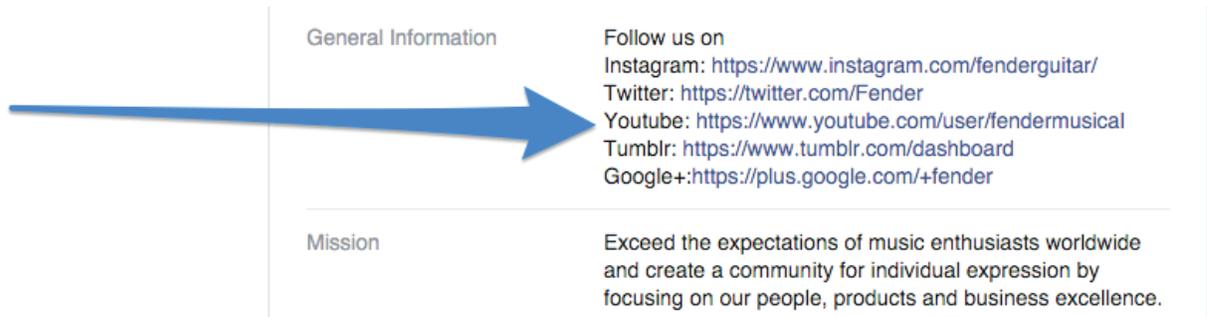
When you add your website or blog URL to your Pinterest account, you'll be asked to paste a line of code into your site's <head> section of your index.html file. This may sound intimidating, but fortunately, Pinterest offers extensive help documentation outlining two different methods to get this done. Once complete, pins from your profile will appear with your profile picture, rather than the generic pin logo.



Do This: If you haven't already, and you use Pinterest for your blog, confirm your website. You'll get valuable referral traffic from having the link in your profile, and you'll improve the brand visibility in the appearance of your pins.

3. Add Other Social Networks to Your Facebook Bio

In the Long Description or General Information section of your Facebook Page Info underneath the About tab, include links to your other social media channels. This can help turn Facebook fans into followers on other platforms too.



Do This: Check the Long Description section of your Facebook About section. If you're not referencing other social media channels there, take a moment to add them.

4. Join Google+ Communities

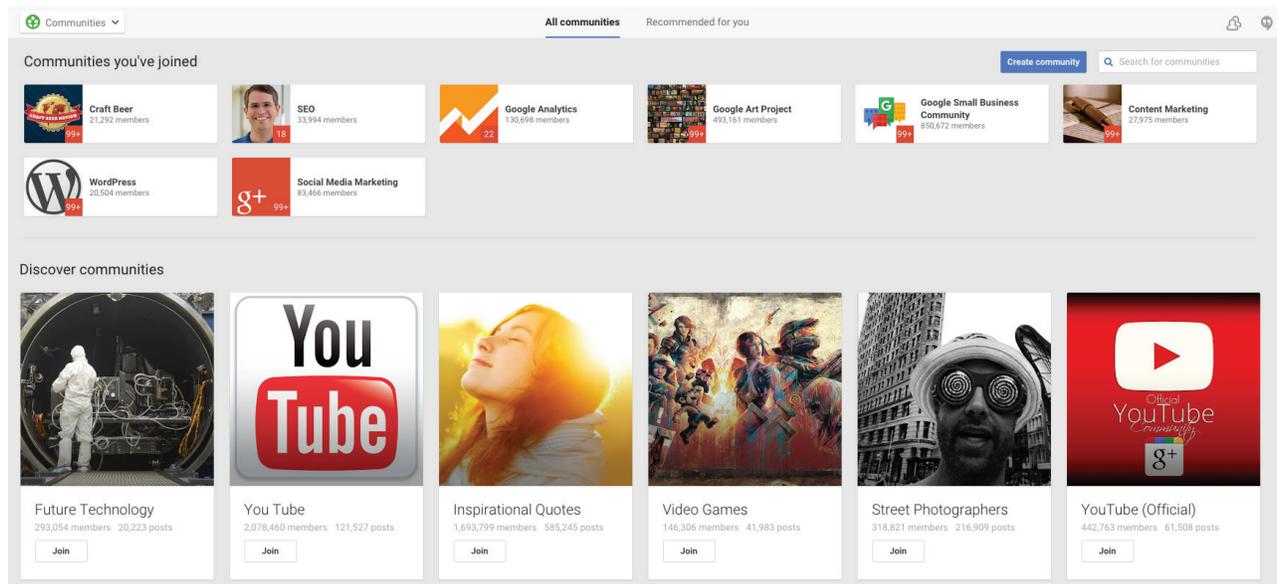
If you don't believe there's much activity on Google+, you may not be looking in the right places. Try searching for Communities relevant to your topic and get involved. Follow these steps:

1. Use the search bar to find Communities you can join
2. Be an active participant and join in the discussion
3. Share relevant links that help answer user's questions (including a mix of your own content, as well as posts from others)

The key here is to establish yourself as an authority by making yourself a valuable member of the group.

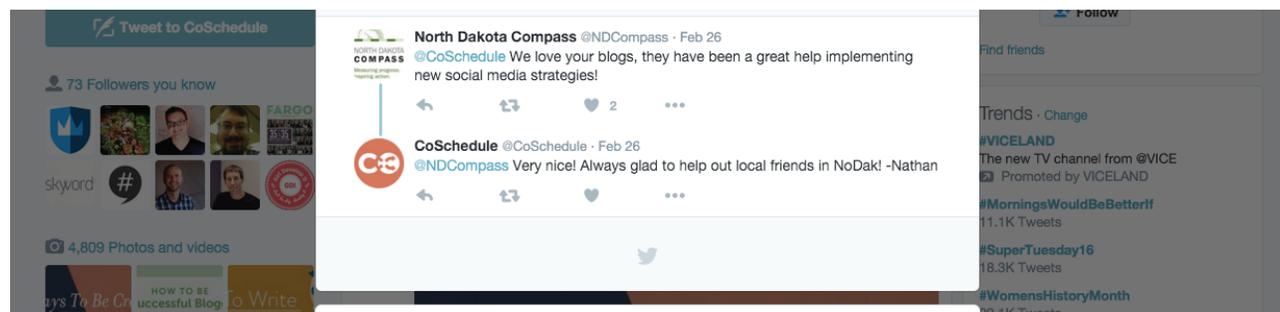
Do This: Join three Google+ communities and introduce yourself. To find Communities, follow these steps:

1. Visit your Google+ profile
2. Hover over Home (on the upper left of your screen)
3. Scroll down to Communities
4. Use the search function to find groups related to your niche



5. Engage!

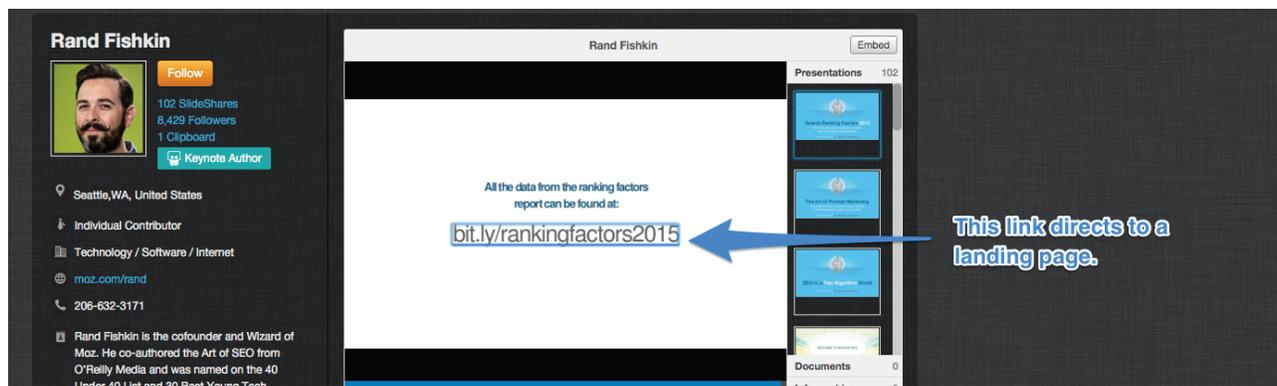
This may not fall directly under the subject of social media optimization, but it's important enough to warrant mentioning here. If you're going to be on a social media platform, then take the time to engage with your audience. Respond to comments, join conversations, and don't hesitate to reach out to others. This will help get your social media accounts seen and establish you as an active member of your niche or industry.



Do This: Reach out to five people or businesses on Twitter. You can drop them a compliment, comment on some recent content they've shared, or retweet something interesting from them. The idea is to get in the habit of being social on social media.

6. Go Beyond Obvious Social Sharing Channels

One way to leverage social media to drive traffic to your website is to use slide sharing platforms. If you have a blog post that's doing particularly well, consider condensing it into a Slide Share presentation, and be sure to include a link back to your website or blog.



Do This: Try taking a popular post from your blog and condense it into a SlideShare presentation.

7. Keep Social Media Post Lengths Within Recommended Guidelines

There are no firm rules for how to write social media posts (beyond the character limits each platform imposes). However, there are some general guidelines you can follow for what works best. According to Social Media Today, those guidelines are:

Twitter: 100 characters

This allows some room to include a URL.

Facebook: 40 characters

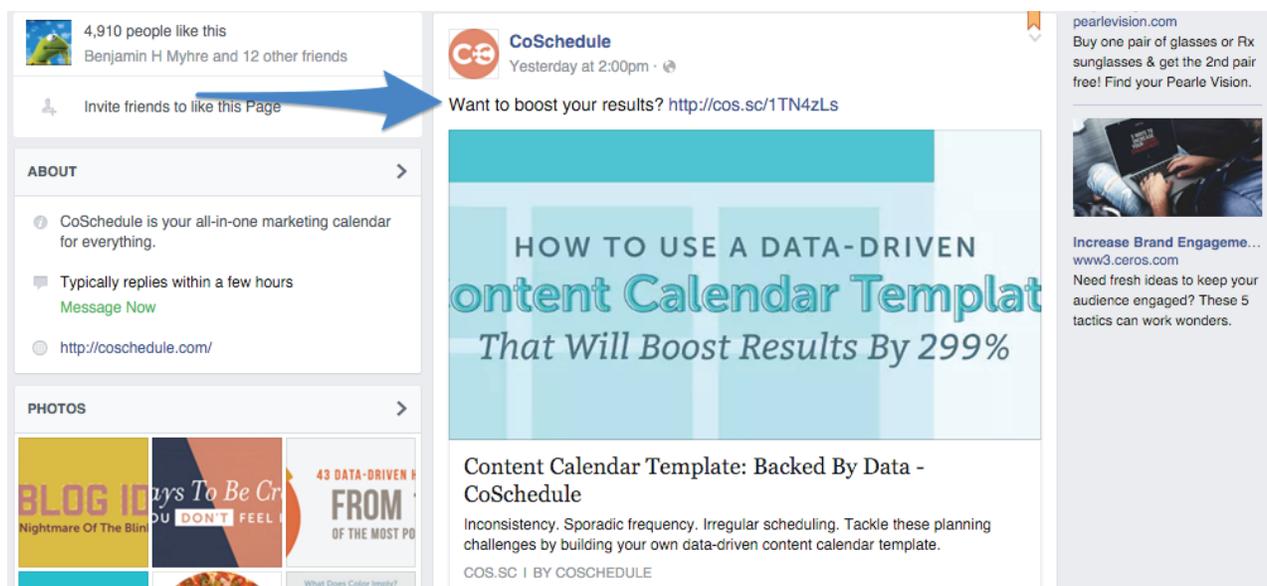
If your post's headline and description are strong enough to tell most of your story, then a short but sharp post can help it cut through the newsfeed noise.

Google+ (Headlines): 60 characters

Anything longer than this is likely to get broken into two lines.

Web Page & Blog Post Title Tags: 55 Characters

Not only is this a best practice for appearance in organic search, it's also a good guide for what will look best on social media.



Do This: Create a few posts on each social media channel listed above following these guidelines. Note how the performance compares to your past posts.

8. Tag Relevant Accounts In Posts

Tap into people's natural desire to reciprocate positive attention. If you have a post that's relevant to another account you respect or want to reach up to, tag them in a post.

Do This: Create a tweet or Facebook post that gives a shout out to another blog or business account. Again, the idea is to get into the routine of being social.

See example on next page.



9. Remove Unused Social Media Buttons

Do you have social media buttons on website pages that aren't receiving any interaction? Or, do you have social media sharing buttons on your blog for networks that no one is utilizing? If so, it may be worth considering pruning the buttons that aren't being used. Here are two reasons why:

Negative social proof (buttons that show low share counts) can send the message that your content isn't authoritative (if your blog is new, then disregard this). If you simply have too many buttons for too many social media networks, they may distract from buttons people actually want to use.



Do This: Read our blog post on best practices for social media buttons.

10. Measure Your Results

Just like anything else you do with social media marketing, it's important to measure your results. After all, if something isn't producing a benefit, then why put in the effort? Once you start implementing some social media optimization tactics, keep an eye on your performance. Here are some metrics to consider tracking:

- Social media referral traffic
- Follower counts
- Shares from your blog or website

Primary Dimension: **Social Network** Social Network and Action

Secondary dimension ▾

Social Network ?	Sessions ↓	Pageviews
1. Twitter	202 (39.92%)	419 (38.16%)
2. Facebook	168 (33.20%)	410 (37.34%)
3. Disqus 	49 (9.68%)	124 (11.29%)
4. Google+ 	37 (7.31%)	57 (5.19%)
5. Quora	31 (6.13%)	48 (4.37%)
6. Pocket 	8 (1.58%)	19 (1.73%)
7. WordPress	6 (1.19%)	10 (0.91%)
8. SlideShare	2 (0.40%)	4 (0.36%)
9. Tumblr	2 (0.40%)	6 (0.55%)
10. LinkedIn	1 (0.20%)	1 (0.09%)

Do This: As you begin your social media optimization process, pay attention to these metrics. If you see positive movement, then you know your efforts are paying off.

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