

Social Media Best Practices – How to Customise Your Content for Each Platform



With so many social media platforms available today, it can be a tedious task to create content that works well on all platforms. However, it's important to note that each platform has its own unique audience, features, and requirements. Therefore, customising your content for each platform is vital to ensure that it connects with your target audience and achieves maximum engagement. In this article, we'll discuss some best practices for customising your content for each social media platform.

Best Practices for customising your content

Customising your content for each social media platform is crucial for achieving maximum engagement and building a strong online presence. Here are some best practices for customising your content.

Know Your Audience

The first step to customising your content is to understand your audience. Each platform attracts a different demographic, so it's important to tailor your content to match their interests and preferences. For example, if your audience is primarily made up of young adults, you may want to use more casual language and trendy hashtags on platforms like Instagram and TikTok. However, if your audience is made up of business professionals, you may want to use a more formal tone and focus on industry-related topics on LinkedIn.

Create Unique Content for Each Platform

While it may be tempting to create one piece of content and share it across all platforms, this approach is not effective. Instead, create unique content for each platform that aligns with the platform's format and audience. For example, you could create short videos for Instagram and TikTok, infographics for Pinterest, and long-form articles for LinkedIn.

Use Visuals

Visual content is more engaging than text alone, so it's important to use visuals in your social media posts. However, the type of visuals you use will depend on the platform. For example, Instagram and TikTok are visual-first platforms, so you should focus on creating visually appealing content such as images, videos, and GIFs. On the other hand, platforms like Twitter and LinkedIn require more text-based content, so you should focus on creating engaging captions and headlines.

Utilise Hashtags

Hashtags are an important part of social media, as they help users discover content that is relevant to their interests. However, the way you use hashtags will differ on each platform. For example, on Instagram and TikTok, you can use up to 30 hashtags per post to maximise discoverability. On Twitter, using 1-2 relevant hashtags is sufficient, as too many hashtags can make your tweets appear spammy.

Optimise Your Content for Mobile

The majority of social media users access the platforms on their mobile devices. Therefore, it's important to optimise your content for mobile viewing. This includes using mobile-friendly images and videos, as well as creating content that is easy to read on a small screen.

Engage with Your Audience

Social media is a two-way conversation, so it's important to engage with your audience. If you build a relationship with them, you need to engage with them on a regular basis.

Test and Analyze

It's important to test and analyse your social media content to determine what works best for each platform. Use analytics tools to track engagement, reach, and click-through rates, and adjust your content strategy accordingly. This will help you create more effective content that resonates with your audience and achieves your social media goals.

How can you meet the social media best practices of different platforms?

Social media platforms have different audiences, features, and content requirements, which means that creating content that works well on every platform requires a tailored approach. Here are five ways to meet the social media best practices of different platforms:

Understand the platform's audience: Each social media platform has a unique user base, with varying ages, interests, and habits. It's essential to understand who the platform's audience is, what they like, and what they're looking for when creating content. For example, Instagram is a visual platform that's popular with younger audiences, while LinkedIn is geared towards professionals and career-minded individuals.

Format your content correctly: Different platforms have specific formats and requirements for content, including image sizes, video lengths, and aspect ratios. Ensuring your content meets these requirements is critical for making sure it appears correctly in users' feeds and doesn't get cut off or distorted.

Use platform-specific features: Each social media platform has unique features that can help your content stand out and engage users. For example, Twitter has hashtags, Instagram has filters and Stories, and LinkedIn has company pages and groups. By using these features, you can increase your content's visibility and engagement.

Create unique content: While it's tempting to reuse content across different platforms, each platform's audience expects unique and tailored content. Creating content that is specific to each platform not only helps your content stand out but also shows your audience that you understand their preferences and interests.

Stay up to date with platform changes: Social media platforms are continually evolving, with new features and changes to algorithms. Keeping up to date with these changes is critical to ensure your content remains relevant and engaging. By staying up to date, you can adapt your content strategy to fit the platform's current best practices.

Best Practices for Each social media platforms

Here are some best practices for customising your content for each social media platform:

[Facebook](#)

To create effective content on Facebook, it's essential to understand the algorithm and how it prioritises content. Focus on creating posts that spark conversation and engagement, as these will be prioritised in the newsfeed. Use visual elements like images and videos, and keep your posts concise and to the point. Utilise Facebook's native features, like Facebook Live, to give your audience an authentic and engaging experience.

[Instagram](#)

Instagram is a visual platform, and the content you share should reflect that. Use high-quality images and videos that are visually appealing and eye-catching. Use hashtags to increase visibility, but don't overdo it - stick to a maximum of 10 per post. Utilise Instagram Stories to provide a behind-the-scenes look at your brand, and engage with your audience by responding to comments and direct messages.

Twitter

Keep your tweets short and sweet, and use visual elements like images and videos to make your tweets stand out. Use hashtags to increase visibility, but again, don't overdo it. Retweet and engage with your followers to foster a sense of community.

LinkedIn

LinkedIn is a professional networking platform, and your content should reflect that. Share industry news and insights, and engage in discussions with other professionals in your field. Use LinkedIn's publishing platform to share longer-form content, like blog posts and articles. Utilise LinkedIn groups to connect with like-minded professionals and share content with a targeted audience.

TikTok

TikTok is a newer platform that has exploded in popularity, particularly among younger audiences. It's a platform that values creativity and authenticity, so it's essential to create content that is unique and visually engaging. Use music and effects to make your videos stand out, and keep them short and attention-grabbing. Utilise hashtags to increase visibility and engage with your audience by responding to comments and direct messages.

Conclusion

Customising your content for each social media platform is crucial to maximising engagement and reach. Remember to utilise each platform's native features and engage with your audience to foster a sense of community and increase visibility. Following the best practices can help you create content that resonates with each platform's unique audience, format, and features.