

The Guide

powered by 

to January Social Media

Awareness Days

All

Veganuary
Walk Your Dog Month

18-24th

Sugar Awareness Week

18th

Blue Monday

21st

Squirrel Appreciation Day

25th

Burns Night

27th

Holocaust Memorial Day

18-24th

National Storytelling Week

Top Tips

Your January Social Media Checklist



What better time than the new year to review and optimise your social media marketing activities?

We've put together a checklist to guide you through some helpful social media review practices this January. See how many you can tick off by the end of the month!



Get your Bio up-to-date

Every social media platform contains a biographic/'About Us' section and it's imperative that yours is kept up-to-date, as it is one of the first things that new audience members see on your page. It should be:

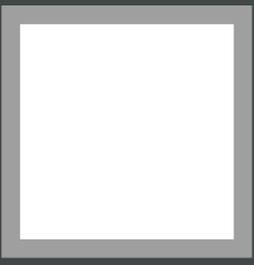
- **Succinct**: brevity is essential on social media
- **Informative**: state exactly what you and your facilities offer
- **Consistent**: include any hashtags or URLs that relate to your brand/facility



Refresh Cover Images

If your social media platform allows for cover images, have you updated them recently?

If not, consider uploading a new one. Particularly on Facebook, a cover image presents a great opportunity to promote your facilities, special offers, and even news.



Update your Pinned Post

Many social media platforms give you the option to 'pin' one of your posts, which means that it will automatically be displayed at the top of your posts when visitors view your profile.

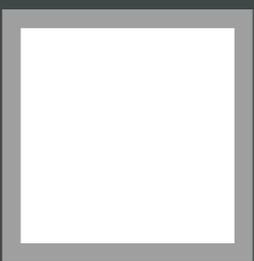
Pinned posts are an easy and effective way to highlight a promotion or news item, so it's prudent to keep them as up-to-date as possible.



Set up a Like & Share Competition

Looking to gain some new followers and engage your current social media audience? Look no further than a competition.

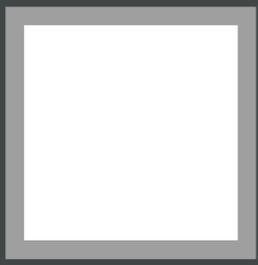
Like & Share competitions ask social media users to do precisely that: Like & Share your post on their account for a chance to win an amazing prize. For more information on setting up and running competitions, visit our [October 2020 Social Media Guide](#).



Content is 75% Video and 25% Images

The prolific rise of TikTok, as well as the success of Instagram Reels, is a testament to the power and consumer desire for video content. Whilst TikTok is primarily suited for teen audiences, video is no less popular in other age groups: **78%** of people watch online videos per week, and **55%** watch them every day.

What's more, **85%** of consumers want to see more video content from brands, and **72%** say that they would prefer to learn about a product or service by way of video (Hubspot).



Social Media Planner in Place

The benefits of implementing a social media planner are abundant - here are a few of them:

- **Save time:** planning your posts in advance saves you having 'post on social media' on your daily workload. While it may seem like a lot of work to start with, it will actually free up a lot of your time in the long-run.
- **Save stress:** we've all been there - desperately searching for some last-minute content! Planning your social media in advance negates the need for those stresses.
- **Greater brand consistency:** it's easy to mix up tones and messages when you're posting on an ad-hoc basis.
- **Optimise awareness days:** we include them at the beginning of our social media guides for a reason! Planning ahead allows you to observe awareness days that may be relevant to your audience by creating high-quality content that relates them to your business.

#trending

Explore the top industry-related topics being searched for on Google

tier 4 gym



tier 3 gym rules



gym



treadmill



barbell



Platform Updates



Facebook Acquires Kustomer

Kustomer, a highly-rated digital CRM tool, is the latest purchase from Facebook, and is one set to greatly aid customer communication for businesses. Serving to help businesses automate frequently asked question responses, this looks like it could be immensely helpful to unburden staff with customer queries on social media.



Reels Become Shoppable

Reels continue to form the main expansion of Instagram, and they are becoming increasingly business-friendly. The latest news here is that Reels are now equipped with Instagram's Product Tags feature, allowing users to tag products with links to purchase them within the Reels themselves. Reels can also function as promoted ads as part of this update.



Periscope Shutting Down

Did you know that Twitter owns the - arguably original - live-streaming app Periscope? Well, don't get too excited, because sadly Periscope is closing its doors in March 2021. Since live-streaming is now a built-in feature within Twitter, they have announced that it's no longer viable to run the separate app.

See you next month!