

20 Social Media Hacks that are Borderline Genius



- ☐ 1. The Date and Time You Publish Your Post Matters
- ☐ 2. Consider Where to Publish Your Post - Your Site or a Guest Post
- ☐ 3. Collect Email Addresses
- ☐ 4. Provide an Awesome Opt-in Offer
- ☐ 5. Consider Using Scrolling Social Share Buttons
- ☐ 6. Have a List of Social Profiles that You are Going to Reach Out to
- ☐ 7. Definitely Use Hashtags
- ☐ 8. Mention Your Expert References When Sharing
- ☐ 9. Use LinkedIn to Connect with Authority Figures
- ☐ 10. Create Multiple Formats of Your content
- ☐ 11. Share Your Content More than Once
- ☐ 12. Use Pictures in Your Tweet
- ☐ 13. Have a Time Delay Between Social Media Updates
- ☐ 14. Share Only Awesome Content Not Just Anything
- ☐ 15. Follow the 80/20 Rule
- ☐ 16. Put Links at the Top of the Post
- ☐ 17. If You Don't Have a Picture then Don't Post on Facebook
- ☐ 18. Share When Followers and Fans are Online

- ☐ 19. Get to the point: Don't Beat Around the Bush
- ☐ 20. Put Some Thought Behind the Words You Choose When Sharing

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