**Reposting Metabolic Code Posts**

If you are planning on reposting Metabolic Code social media posts it is in your best interest to create a fully developed social media strategy. Please read below for general social media best practices.

**General Social Media Best Practices**

**Social Media is**

* Not **only** used for outbound push messaging (promotional material)
* Built on marketing efforts to form trust, engagement and community with your fans

**Content Types**

When posting on a social media platform you should use several different post types that are industry related such as:

* Informational posts
	+ Interrelated Tips and Tricks
	+ Interrelated News
	+ Etc.
* Humorous posts
* Encouraging posts
* Conversational posts
* Promotional posts
* Seasonal posts
* Share Others posts

When you are sharing a variety of post types you have the opportunity to reach all different types of people and your adding value to the community. This, also, ensures that you will not turn off existing or potential fans by talking about yourself too much. Nobody likes a narcissist.

**Engagement**

* Try to respond to user’s mentions, questions and commentary as promptly as possible. Remember you are not only a sounding board, we want to let our fans know we are listening as well.

**Tips**

* **Branding should always be consistent**
	+ All logos font and colors should be the same across the board.
* **Cross-promote** if you do have multiple social media platforms.
* **Take advantage of each social media platform’s analytics.** Collect engagement data to help determine what posts or content types your fans appreciate. You can use the data to create a strong content strategy and, also, to gauge the ROI of your social media tactics.
* **Add an enticing 1 or 2 sentence summary of your own** whenof sharing others content.
	+ This applies to reposting Metabolic Code social media posts
* **Keep it simple**
	+ Only do what you can do well.
	+ You don’t have to be on every social media network.
	+ Pick a social media platform that your targeted demographic would use.
	+ Create a strategy that you have the bandwidth for and can manage easily.
		- For example: If you only have the ability to create 3 really great posts per week stick with that rather than 5 subpar posts a week.
	+ Automate your posts using tools such as:
		- Hootsuite (free)
		- Falcon
		- TweetDeck (free)
		- Buffer
	+ No need to reinvent the wheel! When creating posts repurpose other industry related posts (may be a competitors) that had great engagement.