



Social Media Marketing in 2025

Let's EEAT!



- Experience

- How much **first hand experience** do you or your company have on the topic? Show your experience with history, customer jobs or past work, etc.

- Expertise

- Demonstrate your subject matter expertise through the depth and accuracy of your content and author credentials and by citing reputable sources and studies.

- Authoritativeness

- Show Authority by citing certifications, industry associations, any articles you've written.

- Trustworthiness

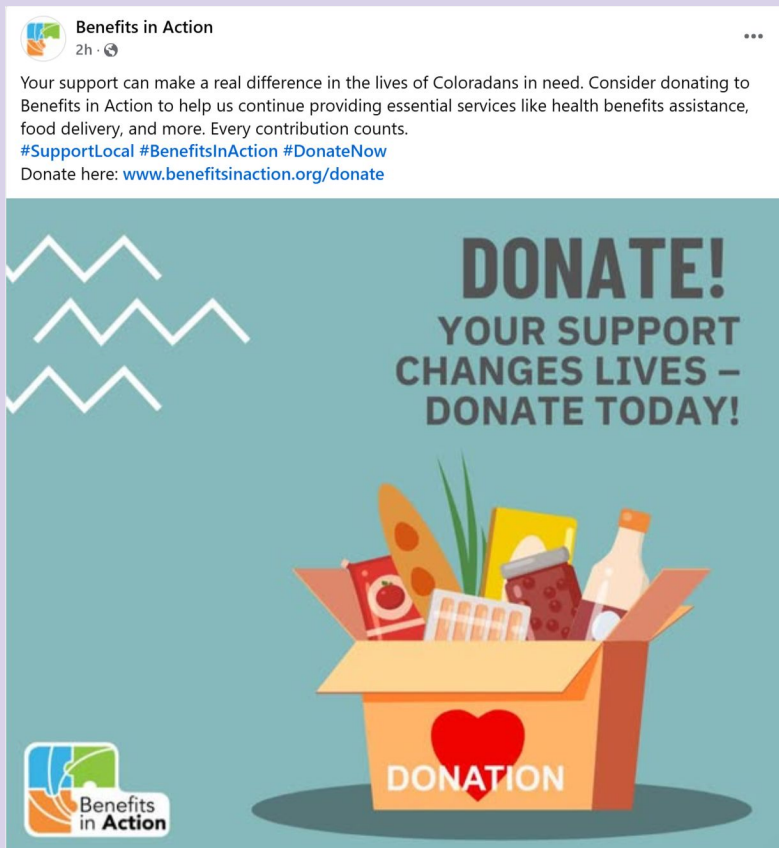
- Express Trust with positive reviews (make sure they're real and legit!) and other indicators of trust.

YMYL (Your Money, Your Life)



- Inaccurate or misleading YMYL content can have serious consequences for users.
- Search engines like Google hold YMYL content to a higher standard than other web pages.
- **YMYL content requires higher scrutiny due to the serious consequences of misinformation.**
- Examples of YMYL topics:
 - Financial advice, such as information about investments, taxes, retirement planning, mortgages, and insurance
 - Health and medical information, such as guidance on medical conditions, treatments, medications, nutrition, mental health, and fitness
 - Legal advice, such as information on topics such as divorce, child custody, creating a will, and becoming a citizen.

What is Working on Social Media



Clear Calls to Action

What do you want people to do?

- Donate
- Call
- Share the Post
- Smile!

What is Working on Social Media



Authentic Content

Let People Get to Know You

- Reviews
- Meet the Team
- #InTheWild
- Photos at Events

What is Working on Social Media



Educational or Value Added Content

Share Your Expertise of Knowledge

- News About Your Industry
- Tips and Tricks
- Recipes
- Special Events

What is Working on Social Media

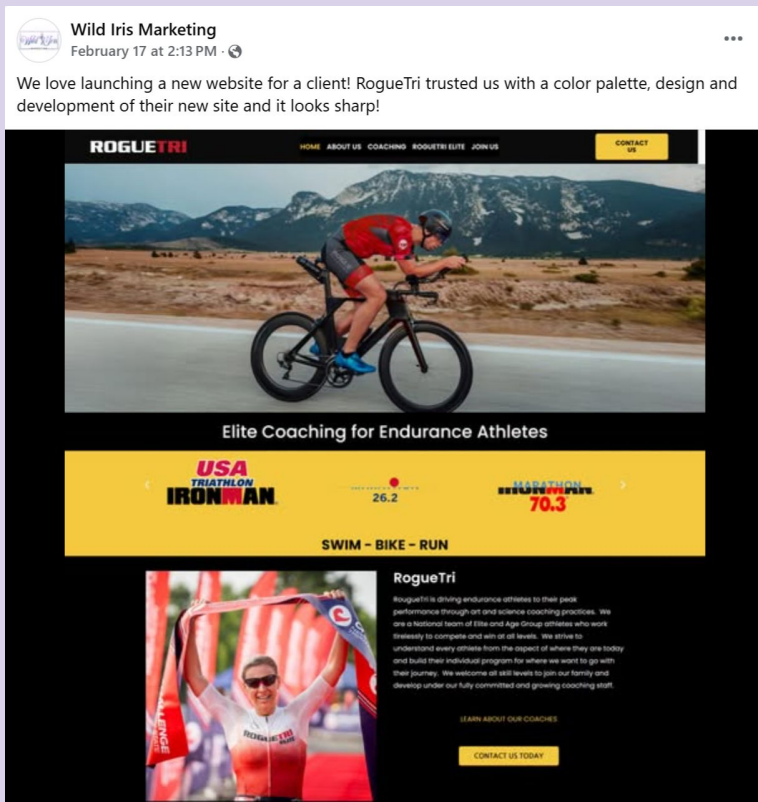


Consistent (but not Boring) Branding

Keep Your Branding Consistent

- Brand Colors
- Logos
- Brand Identity
- Do not make every post look the same.

What is Working on Social Media



Differentiation

What Makes Your Company or Offerings Unique?

- Product Features
- Samples of Your Work
- Reviews
- Blogs

What is Working on Social Media



Short Videos

Short and Interesting

- Clear Images and Audio
- Topical
- “Carpool Line” Length

What is Working on Social Media



Sharing Posts

- Community Groups
- Topical Groups and Pages

Tagging & Inviting Individuals

- Tag a potentially interested friend
- Tag an expert you know to answer questions.
- Invite people to like pages and events you think they would genuinely like.

What is **NOT** Working on Social Media

Contests

- Like this post to be entered in a drawing.
- Share this post to earn a discount.
- Tag a friend and you might both get a prize.

Long Videos

- Unless it is really compelling, people are not watching and will often unfollow you, feeling you waste their time.
- How-to videos are popular if they contain concise steps and not nonsense banter.



What is **NOT** Working on Social Media

Over Posting

- Do not post too often.
- Make sure all posts have value to the viewer.

Where Should You Post?

Where is your Audience?

- Find local groups and forums appropriate for your content.
- Talk to your clients! Ask what social platforms they use.
- Look up your competition to see what platforms they are on.

Warning!

- NextDoor is completely unmoderated and *anything* can be said about anyone with little to no recourse. Unless you plan to monitor these discussions carefully and regularly, we suggest avoiding them! Posts on NextDoor are **VERY** localized so someone ranting there will not be seen by many people.

Have You Considered?



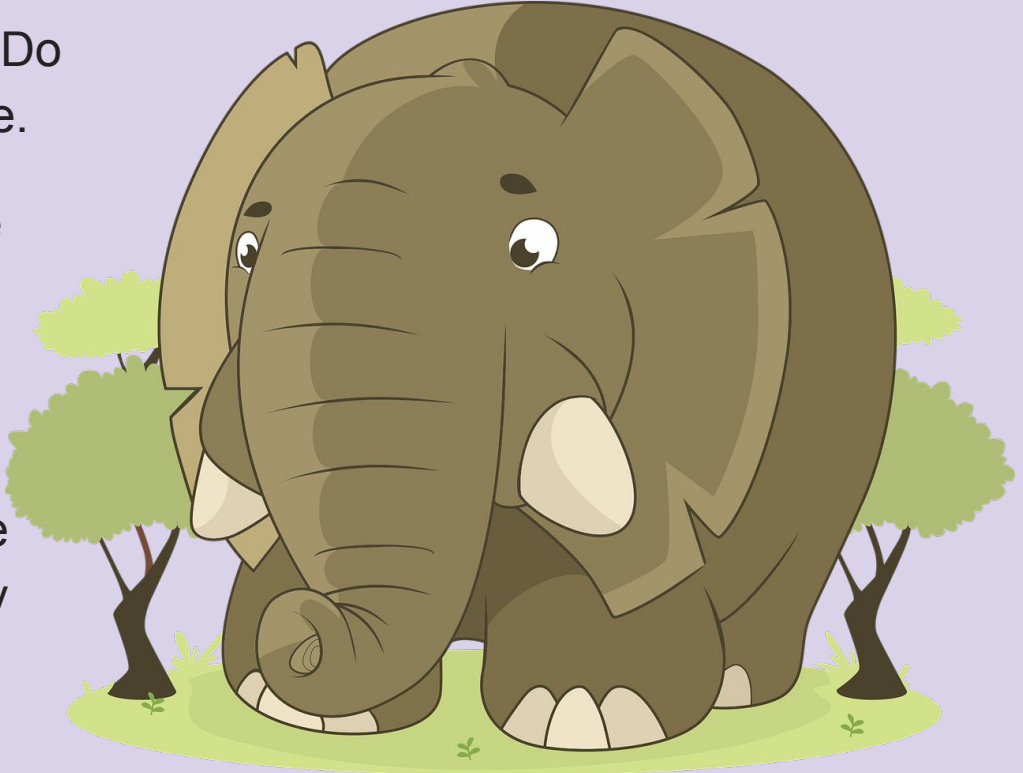
- Reddit Discussion Forums
- Local Community Forums (Pinecam, My Mountain Town)
- Interest-Centric Facebook Groups
- LinkedIn (especially for B2B)
- Blog or Columns in Affiliate Organization Publications or Websites
- Niche Website Forums

Warnings!

Eat the elephant one bite at a time! Do NOT try to do everything at one time.

Do NOT allow perfection to become the enemy of getting started on the path to your future.

Allow yourself to seek help and support when you need it. Much like I need a help fixing my car, you may need help with marketing.



Contact Me!



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