



# 10 STRATEGIES FOR FINANCIAL PROFESSIONALS TO BOOST ORGANIC REACH ON SOCIAL MEDIA.

*Organic reach on social media has been in sharp decline for years, as Facebook, Instagram, LinkedIn, etc., encourage paid ads to move towards a profit model.*

***But you can still 2X (or more) your organic reach with these 10 strategies:***

## **1. Post plenty of videos**

From Facebook to LinkedIn to Instagram (for those who can use it), social media's algorithms greatly favor videos.

## **2. Mentions and tags**

A great way to gain exposure is to tag or mention others, boosting visibility and engagement.

## **3. Share content from business pages to personal pages**

One of the most effective ways to gain organic engagement is to share content from your business pages to your personal page.

## **4. Encourage likes, comments, and shares from employees/staff/partners**

Encourage (or mandate) your employees to like and share your content as well as leave comments. It will make a big difference!

## **5. Custom email signatures that link**

Use a well-crafted, custom email graphic and link it to your social media profiles.

## **6. User-Generated Content**

Studies show that people engage and interact more with personal content generated by users, and the social media algorithms also love UGC.

## **7. Run a contest, giveaway, or quiz**

Everyone loves to win something or get free stuff, and running a raffle, contest, or giveaway is a fantastic way to stir up activity and interest.

## **8. Use a video for cover images**

Some social media platforms allow videos for cover images, which is a fantastic way to differentiate yourself and gain attention.

## **9. Invite personal friends and followers**

Periodically invite everyone from your personal sphere to like your professional pages.

## **10. Utilize hashtags**

Hashtags are invaluable with some social media while irrelevant with others. Use hashtags correctly according to best practices.

**Have questions or need help?**

**We offer a complimentary marketing consultation financial professionals..**

A photograph of Norm Schriever, a man with a beard and short hair, wearing a blue and white patterned short-sleeved shirt, smiling and looking towards the camera.

## **NORM SCHRIEVER**

**Founder/President**

[norm@7thwavemedia.com](mailto:norm@7thwavemedia.com)

[7thwavemedia.com](http://7thwavemedia.com)

