

8 WAYS TO INJECT MORE PERSONALITY INTO YOUR SOCIAL MEDIA CONTENT

PERHAPS YOU HAVE THE MOST INCREDIBLY UNIQUE BUSINESS THAT NO ONE ELSE OUT THERE IS DOING. OR YOUR BUSINESS IS SIMILAR TO SOMETHING ELSE ALREADY OUT THERE, BUT YOU HAVE A UNIQUE SPIN ON IT...

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Whatever the situation, one thing is true. With the rise of social media marketing and with the ever-expanding world of startups, there is more and more competition in the online space. That means, with so much new content pushed out on social media every day, it's becoming harder to get the attention of people and to stand out online, in an increasingly saturated space.

You may have heard before that you have seven seconds to make a first impression? Now throw in the mix the ever-shortening attention span of a tech-obsessed society and information fatigue due to overconsumption. Your social media content has to grab your readers' attention immediately. It has to be so juicy and irresistible that your audience thinks 'I need to read this content'.

But here's a challenge: not only do you want your audience to read that piece of content, you want them to read the next piece of content and the one after that. You want them to keep actively returning to your social media profiles, to consume your content, because it is just so valuable to them. The quality of your content is key, but you need to get people to stop scrolling in the first place to actually consume your content.

So, here I'm sharing with you eight ways to inject more personality into your social media content, so that YOU can stand out amongst your competitors, growing your visibility, customer-base and profits in the process.

1. USE VIDEO CONTENT

This is your chance to show off the 'real' side of your business, something that cannot be relayed in the same way via a graphic, photo or caption. Video allows your brand's personality to SHINE. Whether it's creating funny reels on Instagram, using TikTok, making a YouTube video or sharing your behind the scenes on Instagram or Facebook stories, short-form, attention-grabbing videos have never been easier to use, to pull in your clients. No amount of photos or static graphics can convey brand personality and build emotional connection in the way video does.

2. INFUSE YOUR BRAND TONE OF VOICE

Do you want your business to come across as corporate and formal? Do you want your tone of voice to be informal, fun and conversational? Do you want your audience to associate certain words or specific phrases with your brand? The tone of voice you use in your content will determine who you attract to your business. Your content should always be an extension of you, your vision and your brand, so make sure the words and language you use reflects that.



3. GIVE YOUR VISUAL BRANDING A SHAKE-UP

Social media, especially sites like Pinterest and Instagram, rely heavily on visuals to grab attention and draw in your audience. Make sure your visuals POP so your audience knows it's YOUR content, before they've even seen your social media username.

4. SHARE YOUR STORY AND INFUSE VULNERABILITY

You're not a robot, but as a business, sometimes your audience forgets that the people behind the brand are real people with real emotions and a real story to share. Your business has an amazing story that tells how it got to where it is today. Let people know why you started, where your idea came from and why you chose to help the people you do. Your story is what makes your business unique and relatable.



5. RUFFLE SOME FEATHERS AND STAND UP FOR WHAT YOU BELIEVE IN

Do you see others in your industry doing something you don't agree with? Do you have a strong stance on the way something should be done, that you don't see others doing? Having a strong opinion and voice, and throwing around a little controversy is a surefire way to stand out and be seen as a true thought-leader. N.B polarising content isn't bad-mouthing people or ripping people in your industry apart. It's having an informed opinion and not being afraid to share it.

6. SHOW THE PEOPLE BEHIND YOUR BRAND.

Human beings are emotional and invest based on a mixture of logic and emotion. Logic asks them whether they need your services, but emotion gets them to reflect on the connection they feel to your business, your story, your employees. By showing the faces behind your business and incorporating THEIR personalities into your content, your services go deeper than what you're selling. Human connection is the quickest way to build trust with your audience, which is the quickest way to make sales.



7. BRING SOME OF YOUR PERSONAL LIFE INTO THE MIX

Having a profitable personal brand is a very important part of your business' success, especially in the early stages. Ever wondered why rubbish reality TV hooks us? Because human beings are naturally curious and are interested in people's lives. This doesn't mean showing your audience your wild drunken Saturday night out with your friends, but it can be talking about your personal values, your interests, your favourite activities outside of work. This will allow those with similar values and interests to feel even more connected to you and your business.

8. SHOW SOME BEHIND-THE-SCENES OF YOUR BUSINESS ON A WEEKLY BASIS.

Social media can be fake and superficial, with many people only showing the good bits. After all, who wants to be open about when things go wrong? But the reality is, nobody has it together all the time. By sharing your business behind-the-scenes - the good, the bad and the ugly - it makes you 100% more relatable. With the rise of airbrushing and perfectly polished images, people want to see authentic brands more than ever. Never be afraid to be open with your audience about a time when things didn't quite go to plan, or an occasion where you struggled to make something work.

If you want to get noticed by potential customers and ensure that your target audience always seeks out your services over your competition, then you need to develop a solid, stand-out content strategy that is unique to your business. When you implement the eight steps that I've shared above into your social media strategy, your audience becomes hooked on your content, your credibility skyrockets, people approach YOUR business, asking to work with YOU and your sales go through the roof, sending your business into the stratosphere.