

Best Practices for Improvement on Share Rocket



1
Grow Audience by inviting post “likers” to also like your Page



2
Engagement is the key metric in achieving social media success



3
Put more time into Facebook



6
Monitor “Top” and “Trending” content



5
Keep Interacting



4
Facebook Live (and Instagram Live & Periscope)



7
Repurpose what works



8
Be responsive to followers and develop social relationships



9
Participate in real-time interactions



12
Content is still king, no matter what the platform



11
Set Goals



10
Linking