



# Maximize your social media reach with these tips



Did you know that more than 4 billion people use social media every day? Making the most of these platforms is crucial to increase the visibility of your business and attract new customers.

We help you maximize your social media reach with the following tips:



**Instagram:** share images and videos of your products or services. Use key hashtags and collaborate with influencers to promote your message.



**LinkedIn:** publish posts related to your industry, such as articles, news or tips. Participate in groups and establish connections with professionals in your industry.



**Twitter:** post quick updates, relevant news and participate in conversations using popular hashtags.



**TikTok:** create short, entertaining videos related to your business to attract a young audience.



## Find out the best time to post:



**Instagram:** during weekdays between **10 a.m.** and **3 p.m.**

**LinkedIn:** during weekdays, between **8 a.m.** and **10 a.m.**, and between **4 p.m.** and **6 p.m.**

**Twitter:** weekdays and the hours of noon (**12 p.m.** to **1 p.m.**) and between **5 p.m.** and **6 p.m.**

**TikTok:** during afternoons and evenings, when users are looking for entertainment.