

# UNDERSTANDING SOCIAL MEDIA SEO

Social Media SEO (Search Engine Optimisation) is the practice of optimising your social media content to increase its visibility in search results both within social platforms and on traditional search engines like Google. The goal is to ensure that your content is easily discoverable by your target audience, driving organic traffic, engagement, and interaction.

Why use SEO in storytelling?

- **IMPROVES CONTENT DISCOVERABILITY:** Enhances how easily your posts, profiles, and pages are found by users searching for relevant keywords.
- **BOOSTS ENGAGEMENT:** Higher visibility means more opportunities for likes, shares, comments, and follows, increasing overall engagement.
- **DRIVES TRAFFIC TO WEBSITES:** Optimised social media content can lead to increased traffic to your website or blog, contributing to broader marketing goals
- **STRENGTHENS BRAND AUTHORITY:** Higher ranking and visibility in search results can help establish credibility and authority within your niche or industry.
- **ENHANCES CROSS-PLATFORM REACH:** Good SEO practices ensure that your social media content is visible on multiple platforms, not just within social media but also on traditional search engines.



# KEY TIPS FOR EFFECTIVE SOCIAL MEDIA SEO

## Use relevant keywords

Incorporate keywords naturally into your social media profiles, captions, posts, and hashtags. Choose terms that your target audience is likely to search for. Example: If your topic is about cultural intelligence, use keywords like “cultural awareness,” “cross-cultural communication,” or “global understanding.” Place keywords in strategic locations like your profile bio, page descriptions, post titles, captions, and alt text for images.

## Create high-quality, shareable content

Focus on producing engaging content that provides value - infographics, how-to guides, videos, or tips - encouraging shares and interaction. Use eye-catching visuals and compelling stories that resonate with your audience's interests to increase shares and backlinks.

## Optimise your social media profiles

Fill out your profile completely with accurate and keyword-rich information, including *Bio/Description*: Use keywords that describe your focus or niche.

*Username/Handle*: Keep it consistent and relevant to your brand.

*Profile and Cover Images*: Use high-quality visuals with descriptive file names (e.g., “Cultural-Intelligence-Workshop.jpg”).

Include a link to your website or specific landing pages to drive traffic

## Incorporate links thoughtfully

Include links to your website, blog posts, or specific landing pages in your social media posts. Use URL shorteners (like Bitly) to make links more visually appealing. Ensure links are clickable (e.g., in the first few lines of a post) and track performance with UTM codes for better analysis.

## Use hashtags wisely

Include relevant, keyword-rich hashtags that match the content's theme. Use a mix of popular, niche, and branded hashtags to maximise visibility and discoverability. Keep hashtags specific to the content you are sharing to attract a targeted audience.

## Leverage Alt Text for images

When posting images, include descriptive and keyword-rich alt text. Alt text not only improves accessibility but also enhances SEO, as search engines use this information to categorise and rank your images.

# KEY TIPS FOR EFFECTIVE SOCIAL MEDIA SEO

## Encourage user engagement

Prompt your audience to comment, share, and like your posts. Social platforms prioritise content that receives high engagement. Use questions, polls, and CTAs that inspire your audience to interact.

## Post consistently and at optimal times

Keep a regular posting schedule to stay active and visible. Use analytics to determine the best times to post for your specific audience, increasing the chances of higher engagement.

## Encourage backlinks and social shares

Share your social media content on your website and other platforms to create backlinks.

Collaborate with influencers or industry experts to share your content and increase its reach.

## Monitor social media analytics

Use platform analytics tools (like Facebook Insights, Instagram Analytics, or LinkedIn Analytics) to track the performance of your content. Look at metrics like impressions, reach, engagement, and click-through rates to refine your strategy.

You can use third-party tools like Hootsuite, Sprout Social, or SEMrush to analyse trends and monitor your social media SEO efforts.

# SEO TIPS FOR SPECIFIC PLATFORMS



Use clear, keyword-focused descriptions in your page bio and About section.

Choose visually appealing images with descriptive file names.

Encourage users to review your page and tag your content, which improves search ranking.



Optimise your profile bio with targeted keywords and hashtags.

Use keyword-rich alt text for images.

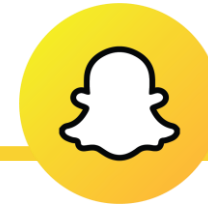
Utilise hashtags that are relevant and specific to your content's topic



Use short, keyword-rich captions that reflect your content and increase visibility in searches.

Participate in trends, use popular sounds, and include a mix of niche and trending hashtags to maximise reach.

Create eye-catching, high-quality videos, and choose custom thumbnails that accurately represent your content.



Incorporate relevant keywords in your Snap titles and descriptions to improve searchability within the app.

Use Geofilters and AR Lenses to target local audiences or events.

Tag locations to appear on the Snap Map and create visually appealing, high-quality.

# SEO TIPS FOR SPECIFIC PLATFORMS



Use targeted keywords in video titles, descriptions, and tags.

Create keyword-rich video transcripts or captions.

Encourage likes, comments, and subscriptions, as YouTube's algorithm favours engagement.



Include keywords in your bio and tweets.

Use hashtags for visibility and to join trending conversations.

Pin important tweets to your profile for easy discovery.



Use relevant keywords in your bio and post captions to improve discoverability. Keep language conversational, reflecting Threads' informal tone.

Encourage conversations with questions and polls and use CTAs.

Use targeted hashtags and engage with trending topics relevant to your audience to increase reach.



Use industry-specific keywords in your profile's headline, summary, and job descriptions.

Share long-form content and articles with embedded keywords to establish authority.

Engage with industry-related groups to increase visibility.