Twitter Thread by Buffer



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How to (still) get organic reach on social media

A thread ■■

1. Understand and stay up-to-date with the social media algorithms

- Facebook: https://t.co/P9Ngaep7aJ
- Instagram: https://t.co/TTGu6AgXGF
- Twitter: https://t.co/FniDeaH02U

Understanding how the algorithms work can help you maximize your organic reach

2. Fewer but better posts

- Bored Panda's Facebook reach and referral traffic grew with each algorithm change
- We grew our Facebook reach by 3X by focusing on quality over quantity

https://t.co/UYhllwizuv

3. Curate user-generated content

We grew our Instagram following by 400% in a year (up to 40,000 now) using UGC. REI, Birchbox, and FedEx uses the same strategy on Instagram.

https://t.co/e3k0hofdjz

4. Invest in groups

Vox has an active private Facebook Group for its semiweekly podcast. >18,000 members and >300 joined in the last 30 days. Together, the members have posted >100 posts in the last month.

5. Test new social media networks

Being on new platforms early gives your brand a first-mover advantage before the platforms become crowded with other brands. Coca-Cola launched a campaign on Musically in 2016, which generated more than 900,000 Musically videos and 134M views.

For more organic reach on social media ■■
https://t.co/za4DPo3i9O