



HOW TO GROW YOUR SOCIAL MEDIA

Tips & Tricks for Instagram, TikTok, Twitter (X), and LinkedIn



INTRO

Social media isn't just about posting—it's about connecting, growing, and building your personal or business brand. Here's a platform-by-platform guide to help you grow smarter, faster, and more effectively.

Why Strategy Matters on Social Media

Whether you're a content creator, entrepreneur, or growing brand, understanding the strengths of each platform can unlock massive opportunities. From quick-hitting videos on TikTok to professional thought leadership on LinkedIn, this guide gives you the practical tips and insider tricks you need to stand out and thrive in the digital world.

1 INSTAGRAM:

- Post consistently (3–5x per week)
- Use Reels to reach new audiences
- Write engaging captions with calls to action
- Use carousel to tell stories or teach something

3 TWITTER (X)

- Tweet 2–5x a day (including retweets)
- Use threads to share insights or stories
- Engage: Reply, like, quote-tweet actively
- Use bold statements
- Ask questions to start convos

Pro Tips Across All Platforms

- Quality visuals always win
- Consistency beats perfection
- Track what works
- And what doesn't every month
- Engage like a human, not a brand

2 TIKTOK


- Keep videos short and punchy (15–20 sec per)
- Jump on trending audio (but make it your own)
- Use hooks in the first 2 seconds
- Post daily or 4–5x/week for best results

4 LINKEDIN

- Post 3x a week with value-driven content
- Write with a personal + professional voice
- Use native content: write posts, not links
- Share wins, lessons
- Behind-the-scenes, and expertise

Ready to Grow? Let's Get Started.

You don't have to figure it all out on your own. Whether you need content creation, strategy, or a full social media makeover, we're here to help you grow with purpose.

 Contact us today to take your social media to the next level.

info@manhattanvideoproduction.com