15 Tips for Compelling Company Updates

Optimize Introductions and Headlines

Always include a clear call to action, like a link.

Think like a journalist.

Always include an image or some type of rich media.

Ask thoughtful questions to stimulate your audience.

Upgrade Your Visuals

Stand out in the feed.

True storytelling builds trust and keeps your audience engaged.

Write emotionally to connect with your audience.

Attract an Audience

Always ask to your audience needs and business goals.

Mention an updated calendar, but still related to trendy topics.

Manage Your Updates

Engage with members through comments.

Maximize the engagement results. Comments are an important way to get your audience engaged with your content.

Extend Your Reach

Manage company updates to reach your entire audience.

Don’t be afraid to ask people to like and share your updates.

Evaluate and optimize your company updates.

Test your content to improve your company updates.

Maintain an updated calendar, but still related to trendy topics.

Stay in the conversation mode. Comments are an important way to get your audience engaged with your content.