

# 10 Social Media Best Practices for SaaS

*This is an extra resource to go along with the original article:*

[Hey SaaS, Step Up Your Social Media Game With These 6 Tips](#)

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*Here are 10 best practices for every SaaS to follow on social media.*

1. Start out with a goal and ensure that every post aligns with that goal.
2. Create a social media posting calendar to stay on a reliable schedule.
3. Choose the right platform for connecting with your audience. Find out where your audience is most active and set up shop there.
4. Cultivate a tone for your social media. Be sure that it matches your overall brand voice (i.e. funny, educational, conversational, etc.).
5. Listen for mentions of your company name and respond promptly.
6. Always respond to any comment left on your social media pages, even if it's a simple "thanks for stopping by."
7. Don't copy and paste the same post across multiple platforms. Take the time to create individual posts for each platform that you're active on.
8. Post images, videos, and gifs to attract your audience in mid-scroll.
9. Post on a regular schedule. This is the best way to develop a loyal audience.
10. Don't hunt for likes and hearts. Encourage deeper engagement, such as comments and reposts. These are more meaningful.