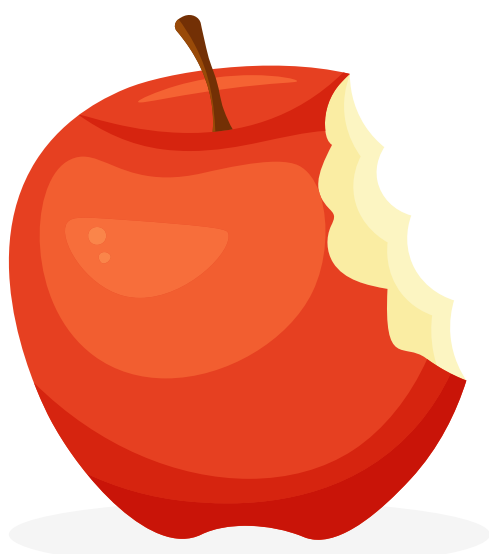


Pod's top 5 tips for success with organic social media



1

Serve up snackable content

Serve up bite-sized bits of B2B goodness that are easy for time constrained decision makers to digest.

2

Tune into employee advocacy

Your workforce is your secret weapon, with employees averaging **10 times more** connections than companies on LinkedIn alone.



3

Variety is the spice of B2B life

Get creative with how you represent the vast knowledge your brand possesses. Employ a range of different formats and personalised storytelling tactics.

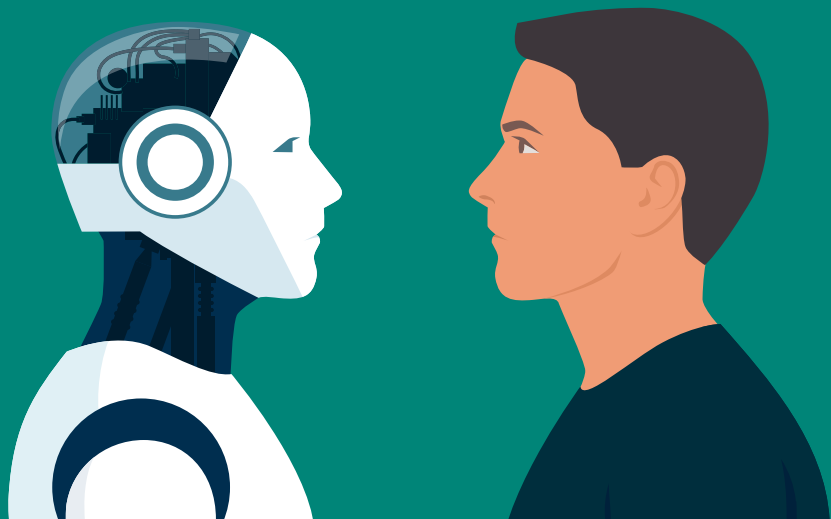
4

Place your key people front-and-centre

Showcasing your talented people and their individual knowledge helps you instantly humanise your brand and build trust.

Did you know?

People trust a CEO who engages on social media up to **9 times more** than one who remains silent ¹.



5

Always aim for authenticity in B2B social media marketing

Don't just think about what you're saying, but how you're saying it. In a world overrun with AI, provide a human voice and authentic opinion.

Remember:

Different types of content resonate with different people, so a healthy mix should be tested on your specific target audience.

[Read more in our blog](#)

5 organic tactics your B2B social media marketing can't afford to miss.

1. [Beyond the CEO: the power of leadership voices on social](#)

