**57 words and phrases that increase your reach on social media**

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Using the right words on your social media posts, blogs, headings, titles and Instagram are critical.

Using the wrong words can decrease the reach of your posts. But there is a way around it.

**If you’re trying to get more “Likes” and “Shares” on your Facebook page here are some words you need to avoid.**

**Avoid these words: tag-tag a friend- Like- like us- comment- share- sign up**

**Here is a list of alternatives to get your friends to engage:**

1. Is this you
2. Bet this is you
3. What do you think
4. Do you have this
5. Pin this for later
6. Tell your friends
7. Know someone that wants this
8. Know someone that needs this
9. Know someone that would love this
10. What are your thoughts
11. Don’t forget to book mark this
12. Tell me what you think
13. Follow us
14. Get this
15. Join us

**We all like Free stuff and contest giveaways but Facebook doesn’t approve and will not show your posts to as many of your followers when you use these words.**

**Don’t use anything that says: Win-Enter to Win- Freebie- Free- Contest-Giveaway.**

**There are alternative ways to say the same thing and not be flagged or tagged. Here is a list of alternatives:**

1. Come and get it
2. Take it home for nothing
3. Grab it now
4. Don’t wait
5. Make every penny count
6. This is just for you
7. Doors close today/tomorrow
8. Nada
9. F-R-E-E
10. Snatch it now
11. Rock Bottom
12. As good as it gets
13. Complimentary
14. Courtesy
15. It’s on us
16. You’re going to want this
17. My gift to you
18. Lowest ever

**When you have a sale going on or offering a discount be careful on how you word it.**

**Don’t use these words: sell-% off-buy- coupon-sale-offer-discount**

**Alternative words to use:**

1. Gift idea
2. Snag it now
3. Bo-Go-
4. Half-off total
5. Get it now
6. Score the best deal
7. Huge drop
8. Put this in your check out cart
9. Pick it up
10. Get your Markdown
11. Voucher
12. Unload
13. Great deal
14. Fill your cart
15. Cash in your pocket

**When you’re giving credit to a sponsored Ad or an affiliate and you want to redirect someone to the link be careful about sending people out of facebook. They don’t want people leaving. Your Ad won’t reach as many friends. One way to avoid this is to rephrase your words.**

**Avoid using the words below**

**Sponsored- affiliate- #ad** **- #Sponsored** **- AD –**

**Use these phrases instead**

1. Brought to you by
2. We work with
3. In collaboration, with
4. Teamed up with
5. Partnered with
6. Clicking on this link helps us bring you
7. By clicking the link, we get perks
8. Your participation helps support our efforts
9. On behalf, of

Do you want to learn more social media trick and tips, grab my weekly blog for F-R-E-E. or join my FB group “Ask Cheryl Phan” and get connected with other like-minded women.