Ways to promote your business on social media in 2026.



The social media landscape never sits still, and neither should your strategy. As new tools, trends, and technologies reshape how people connect, brands have more opportunities than ever to show up and stand out. Here are seven effective ways to promote your business on social media in 2026.

1. **Embrace video content.** Video continues to be the language of social media for 2026. Try short reels for quick tips, more polished videos for deeper dives, and behind-the-scenes clips to show your brand's personality. If team members don't feel comfortable in front of the camera, get creative and film a "day in the life" from the first-person point of view. The key is staying authentic to your brand.

2. **Post for the platform.** It's smart to post content across social channels, but it can be even more effective when you tailor content to the platform. Take LinkedIn, for example. You can treat it like a professional hub by sharing insights specific to your industry, highlighting voices within your company as experts, and sharing short articles or videos. This helps position your brand as a thought leader, not just a service provider.

3. **Show up consistently.** Algorithms may change, but consistency always pays off. A steady presence keeps your brand top of mind and signals reliability to both your audience and to the platforms themselves.

4. **Optimize your content.** Don't just post and hope for the best; pay attention to what works. Track engagement, experiment with formats, and adjust captions, images, or posting times to see what resonates most. The smarter you work, the more likely it is that your content will be seen.

5. **Use AI appropriately.** AI can be used thoughtfully in your brand's social strategy, but it shouldn't be the entirety of your brand's social strategy. It's preferable to have someone write or design your

content to match your company's unique voice and style. But if you do use AI to support writing or visuals, review it thoroughly and add in your own touches before posting.

6. **Showcase your community impact.** Posts that show your brand making a difference (sponsoring local events, volunteering, or supporting small businesses) can build your reputation and break through the clutter. Turn photos or video clips into a social album or reel to highlight the people behind your impact.

7. **Tap your team's expertise.** Not everyone has a passion for social media, but it's almost guaranteed that there are people on your team who do. Give team members with this passion a chance to step up and show off their skillset. When someone is enthusiastic about posting and takes pride in your company's social presence, your audience can feel it, too.

The best strategies aren't built overnight; they're built by listening, evolving, and showing up. Learning new ways to promote your business on social media can help drive business and lasting success. For more support for the year ahead, talk to a local, independent agent about comprehensive business coverage.

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