

OVERPOST

Meaning: Overpost: to excessively publish or share content on social media platforms, often leading to diminished engagement or audience fatigue.

1. The marketing team decided to overpost on social media to generate more engagement.
2. After realizing their mistake, they chose to limit the overposting of promotional content.
3. Overposting can lead to audience fatigue and decreased interest in the brand.
4. She felt that the company's decision to overpost during the holidays was overwhelming for customers.
5. To avoid overposting, they implemented a content calendar to better manage their posts.

Source: sentences.whatistheurl.com

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