

# SOCIAL MEDIA: The Do's and Don'ts

There is no denying the role of social media in today's society — especially for small to mid-sized businesses. And with **77% of the US population** owning a social media profile, this digital space presents incredible marketing opportunities. But there is a big difference between having a Facebook page and using it effectively to grow your business.

## ✓ DO

### ✓ BE AUTHENTIC

When interacting on social media, it's important to show your followers that you have real people behind your logo. Put a face (or faces) to your business by introducing members or your team or providing "behind the scenes" glimpses into your business doing what it does best. People like doing business with other people — not other companies.

### ✓ PROVIDE RICH CUSTOMER EXPERIENCES

While it's great to provide helpful content, that's not all social media has to offer — it's for listening, responding to customers, managing relationships, and otherwise improving the customer experience. Followers want to engage with you, so make sure your reply feature is enabled so you can answer those who take the time to write a comment and "kill 'em with kindness."

### ✓ BE ACTIVE

Posting to your social pages on a regular basis establishes your business as the local leader and keeps you top of mind when a need for your services arises. Consequently, if you don't maintain an active presence, your audience can quickly forget that your company exists. Post often (daily recommended) and keep that quality content coming!

### ✓ TAKE ADVANTAGE OF ADS

Facebook advertising is a powerful tool for your area! Paid ads and promoted posts get your content and posts in front of an even larger audience. You can also run paid campaigns to increase your following and generate more "likes" or "follows" on your page.

### ✓ BE ORIGINAL AND FUN!

Just because you're a business doesn't mean your page needs to be boring! You can be funny, include community related topics and events, share a meme, and even use emojis. And have fun trying new ideas like videos or interactive polls.

## ✗ DON'T

### ✗ NEGLECT YOUR PROFILE

Failing to post consistently negatively affects brand awareness, as a Facebook page that hasn't been updated in weeks — or even months, lacks legitimacy. Keep your page alive and active by posting often, or every day if possible.

### ✗ SPAM

Put yourself in your followers' shoes — nobody likes spam, whether it be via email or social media. Avoid being too sales pitchy or over-promotional in your posts. Social media is meant to interact with your clients and consumers — not for constantly trying to sell them something.

### ✗ IGNORE OR DELETE COMMENTS

Dismissing your audience puts your business on the fast track to creating hard feelings, missing opportunities, and ultimately, damaging your brand. Keep tabs on your social media accounts and respond to all comments, mentions, and messages — even negative ones. It's all about turning those negatives into positives!

### ✗ FORGET TO MONITOR YOUR PAGES

People are talking about your company — you just need to listen for it. Be proactive and monitor your pages daily. After all, if you're not there to hear (and respond to) commentary, how can you showcase that awesome customer service?

### ✗ PARTAKE IN ANYTHING CONTROVERSIAL

While social media taps into current events, sometimes it's best to ignore certain headlines completely. Steer clear of anything overly political religious, or controversial. The world is watching!

Ready to take your social media presence to new heights? Call or contact us today to explore your possibilities!