

# Modern Social Media Marketing

Shared**TEAMS**

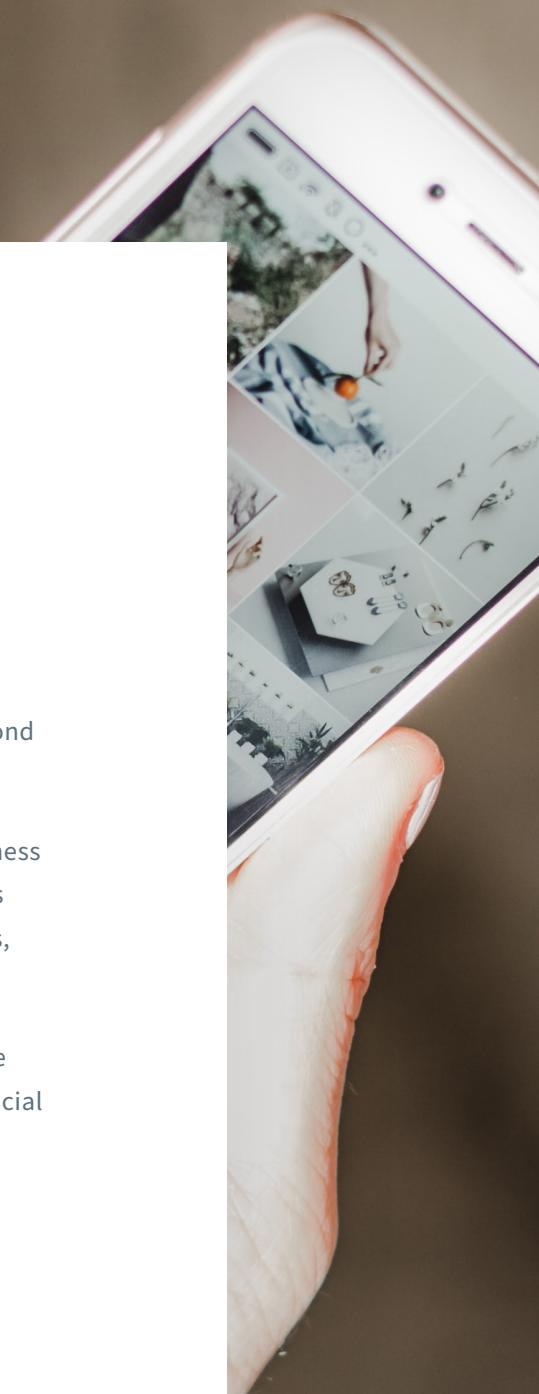


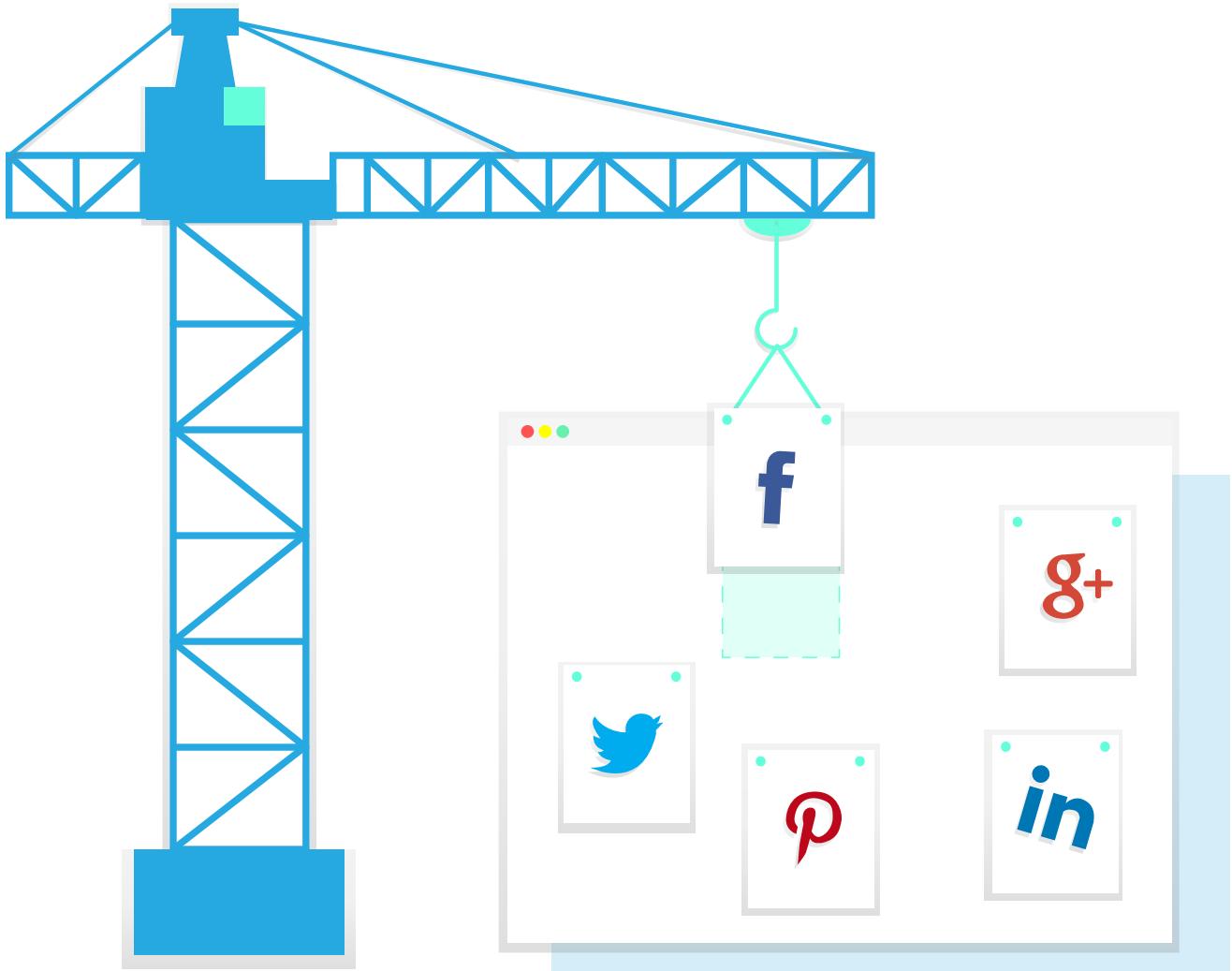
# What is the purpose of social media?

We're all on social media in some form or another—well, the vast majority of us. Even the most rigid Luddites can understand that when social media moves beyond sharing pictures of babies and kittens, it can be a powerful tool for a business.

Social media provides constant and predictable communication between a business and clients. Easily accessed, navigable, and non-threatening, social media allows businesses to showcase elements of their culture and offerings, such as products, services, values, office life, and more.

77% of Americans have a social media page on at least one platform. The average American spends about two hours per day on social media. 90% of brands use social media to increase brand awareness.





With social media, businesses create an approachable presence online. This helps businesses to relate to followers on a personal level and build trust. Followers are encouraged to become customers when they trust the business.

In a nutshell, social media borders on developing a friendship with customers. It is social, after all.

## Follow the 80/20 rule.

Don't consider social media as an extension of your store or what you sell.

Instead, look to social media as a place for communication with your customers. As a general rule, encourage communication and engagement 80% of the time and sell your products/services 20% of the time. This level of engagement contributes to increasing brand awareness. By regularly and consistently speaking in your voice to customers, this helps improve your business's trustworthiness.

*Follow us for updates*

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## How does social media fit into my marketing goals?

Social media marketing is just one element of your overall marketing plan and goals. Consider it an initial landing point. Being active on social helps your potential customers and customers first learn about you and then stay up-to-date on your business changes and news. It's a small touchpoint since potential customers might only look at your social updates for a few seconds.

But, when they see you and briefly digest what you have to say, this is a win. You've made a dent if only a tiny one.



Since your potential customers and customers spend hours on social media, it's important to meet them where they are.

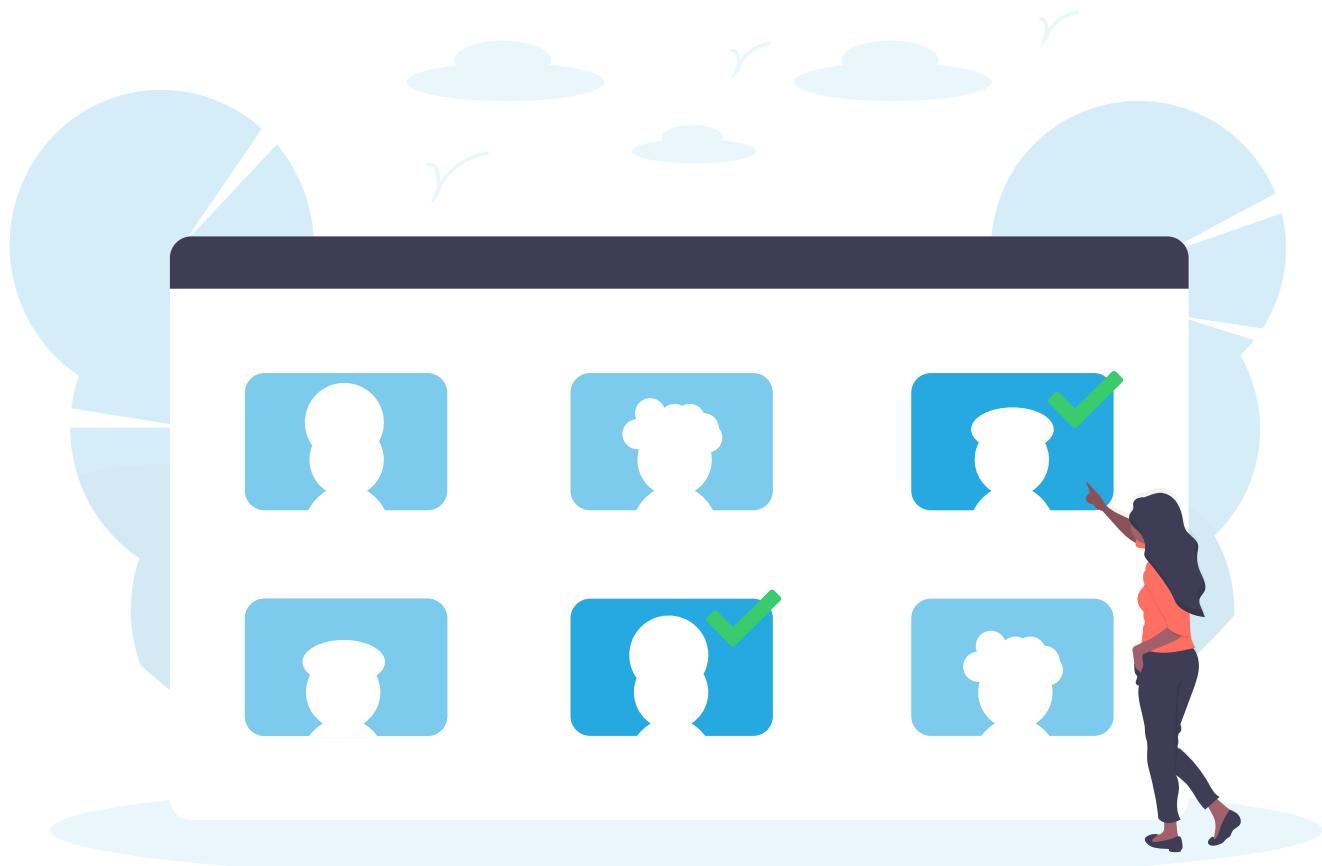
Social media is a great, non-intrusive way for people to find brands they may be interested in before they commit to emails, visit your website, or make a purchase. Only the most determined customers will make an actual point to seek you out, whether online or even more rarely, in person.

Following the first small step a customer now knows your brand. Utilizing social media is a great way to constantly be in front of your followers and remind them of your brand identity, purpose, and offerings.

Social media isn't all about selling.

Okay, yes, social media can be used to sell, especially when combined with advertising—and this tactic is highly recommended.

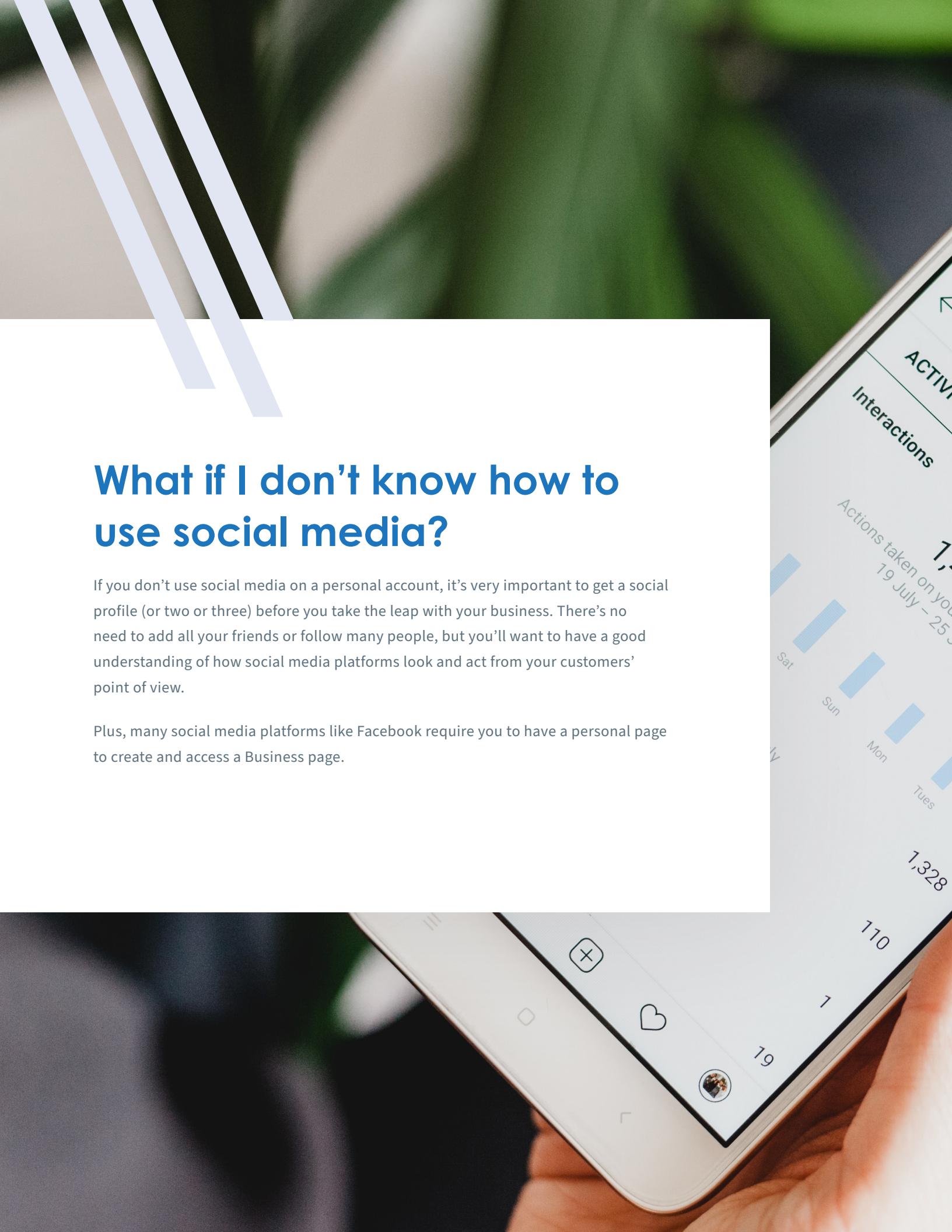
But a busy world where most people invest their time in how they present themselves online, customers expect businesses to be active on the social media platforms they use daily. This gives a company brand personality and screams accessibility. However, these customers are not looking to make a purchase right away—they're researching and digesting what they see.



## What if I don't know how to use social media?

If you don't use social media on a personal account, it's very important to get a social profile (or two or three) before you take the leap with your business. There's no need to add all your friends or follow many people, but you'll want to have a good understanding of how social media platforms look and act from your customers' point of view.

Plus, many social media platforms like Facebook require you to have a personal page to create and access a Business page.



## Get creative and play around.

If you don't already, create accounts on the social media platforms you think you might use for your business and spend some time playing with them. Think of this as a sort of testing phase. Create a personal account, add a profile photo and cover photo (if applicable), and start posting.

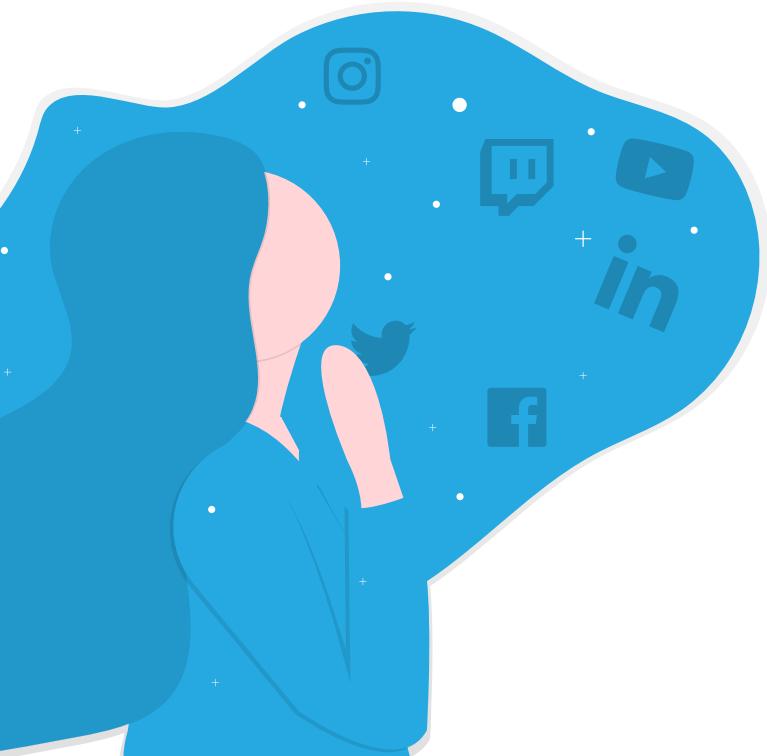
Add a few friends and follow a few other accounts that interest you. You can also follow competitors to see what they are posting and how customers are engaging (comments, shares, and likes).

Remember that you have the option to have either a Public or Private page, depending on how you want other people to be able to find you (if you're just testing out your options, it may be a good idea to keep things private as you experiment).

Set up an account for each social media platform at the following links (note that most accounts here can be created on a desktop, but others can only be set up within an app).

- ▶ [Facebook](#)
- ▶ [Twitter](#)
- ▶ [Instagram](#) can only be created in the app.
- ▶ [LinkedIn](#)
- ▶ [Pinterest](#)
- ▶ [Snapchat](#) can only be created in the app.

Other [social media platforms exist](#), but these are the most popular. WhatsApp is gaining popularity, along with Facebook Messenger, but messaging apps are a topic for another day.



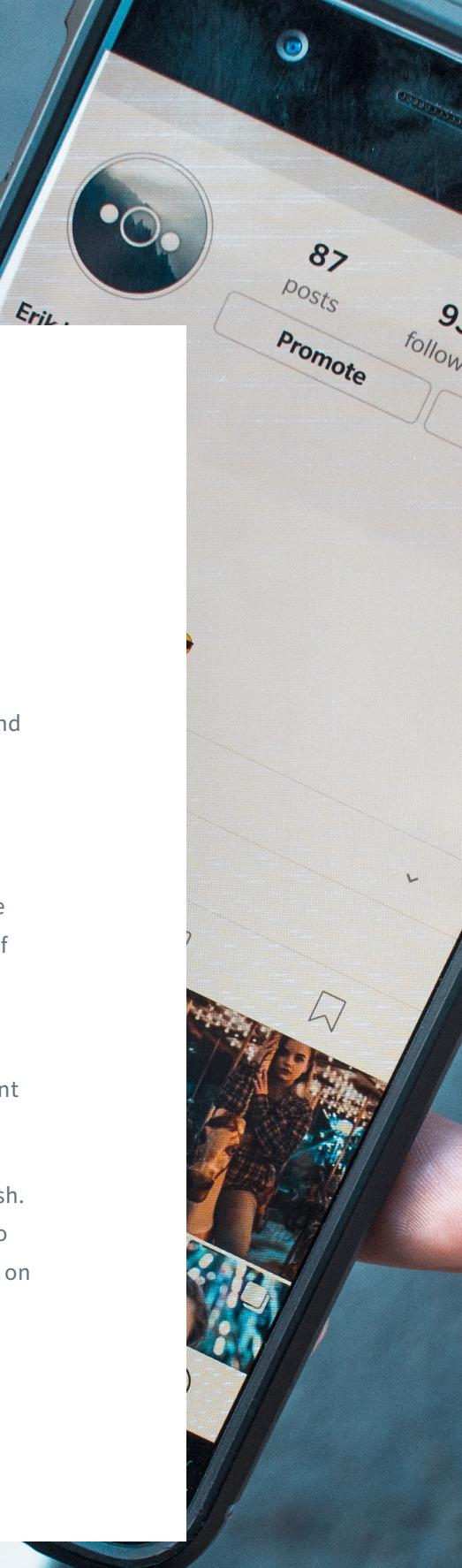
## Consistency is key (when choosing your platform).

Being on two or three platforms can help improve your overall brand awareness and engagement, but only if you're consistently posting on every platform. It's better to consistently post on one platform, rather than occasionally posting on many platforms. This will also help you to use your time wisely.

Consistency is different for your audience base, but a general rule is to publish one post per day. Still, many businesses see success with two or three posts per week if daily posts are not feasible. Be consistent at your own pace.

It's important to note that each platform encourages a different number of posts per day because your audience will be different on each platform and have different reactions.

Overall, your audience decides what platforms you'll use and how often you publish. Depending on whether your business is highly visual or not, it might make sense to curate more images with text or to display more detailed imagery (also depending on what you sell or advertise).





## Which social media platform works best for your business?

Consider the following:

### Twitter

- ▶ The general Twitter demographic is largely male.
- ▶ Twitter users don't mind seeing multiple Tweets by one person or business in their feed every day. Twitter, while mostly text-driven, still works well with images and videos.
- ▶ Tweets with videos and images perform better than text-only posts, which is true for all platforms.
- ▶ However, there's no need to go all-out on the visuals. Twitter is perfect for businesses that are not highly visual. Twitter limits each post to 280 characters, but additional posts can be added to the first to make a longer "thread."
- ▶ Twitter users appreciate detailed or educational posts, and you can provide that with more text-based tweets.

### Facebook

- ▶ Facebook users prefer to see one or two posts by a business in their feed per day. Facebook users are typically middle-aged men and women, though their children and parents may also have profiles. However, middle-aged men and women tend to spend more time on Facebook than younger and older family members.
- ▶ Facebook users want a balance of text, video, and images. Always use a video or image with a text post to ensure it is seen by followers. Text can be lengthy, but it doesn't have to be. As you continue to create content, you'll begin to get a good idea of what engages your customers and what doesn't.
- ▶ Facebook Stories is very much like Snapchat, but only available on Facebook. These are short videos available for 24 hours to your followers. Since Facebook can be a tricky platform when starting, Stories can help you reach more followers regularly.
- ▶ Share more timely information on Stories. Be more real, raw and authentic on Stories. No need for video editing software here.
- ▶ Facebook Live is like YouTube—but live! This feature informs all your followers when you are live and can be very beneficial when promoting a big launch or offering advice to your followers. While this can take time to grow in popularity, just like post frequency, consistency is key.

Again, no video editing software is required; in fact, unedited videos of professionals simply speaking to the camera with valuable information performs the best. Think about it: authenticity breeds comfort and familiarity.

## Instagram

- ▶ Instagram users prefer to see one or two posts by a business in their feed every day. Instagram users are typically in their teens and 20s, and predominantly female, though many men are joining the platform, too.
- ▶ Instagram is highly visual, of course. Image-driven businesses with beautiful images will usually thrive on Instagram. Images must be eye-catching. Text can be simple or long.
- ▶ Instagram also offers Stories and Instagram Live. Use these avenues with purpose and on a schedule. Depending on your business, maybe you offer a monthly Q&A session on Instagram Live.
- ▶ You'll want to update your stories more often than you post. This takes additional effort but is often well worth the time.

## Snapchat

- ▶ Snapchat is perfect for targeting teens and those in their 20s, but this platform is challenging to keep updated. Snaps only last 24 hours and need to be intriguing and new every day. You'll have to keep up with a young, energetic demographic.
- ▶ Like Instagram, Snapchat is highly visual. Pictures and videos may be taken with or without filters and overlaid with emojis, text, and GIFs. Authentic and realistic Snaps perform better than curated, edited videos on this platform, as well as Instagram Live and Facebook Live.

## Pinterest

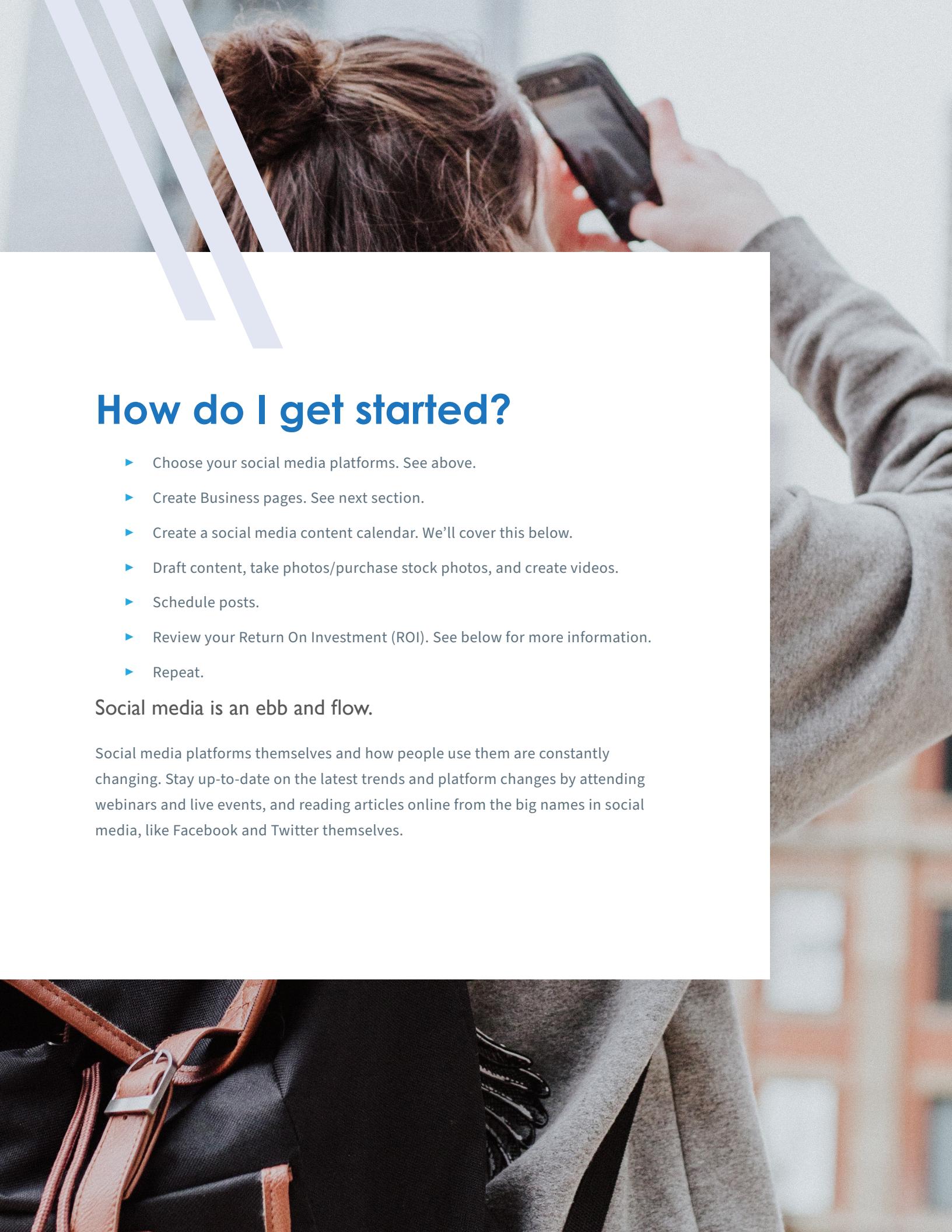
- ▶ Pinterest is thought to only appeal to women, but many men are joining the platform to organize their dreams and ideas, too.
- ▶ This platform is often untapped by many businesses that feel like it's a waste of time.
- ▶ Pinterest is highly visual, works well with beautiful images or helpful infographics, and leads naturally to blog posts.
- ▶ Pinterest also recently adopted "buy" buttons into the pins that customers save. That way, your product or service might be hanging around a customer's feed and saved pins, leading them to eventually take the plunge into a purchase.

## Youtube

- ▶ For businesses, it's best to curate beautifully shot and edited videos with quality sound, Closed Captioning, and links in the description box.
- ▶ Surprisingly enough, [11% of YouTube's audience is 65 or older](#), making it one of the most popular social media platforms for seniors. 58% of American adults use YouTube regularly.
- ▶ If your business is highly visual and can provide valuable content on this platform regularly (weekly, biweekly, or monthly), then go for it! Don't forget to share your videos on your other platforms as well!

So with social media, the best plan of action is:

1. Choose the best platforms for your business.
2. Match your audience with the platform audience.
3. Determine how visual your business is.



## How do I get started?

- ▶ Choose your social media platforms. See above.
- ▶ Create Business pages. See next section.
- ▶ Create a social media content calendar. We'll cover this below.
- ▶ Draft content, take photos/purchase stock photos, and create videos.
- ▶ Schedule posts.
- ▶ Review your Return On Investment (ROI). See below for more information.
- ▶ Repeat.

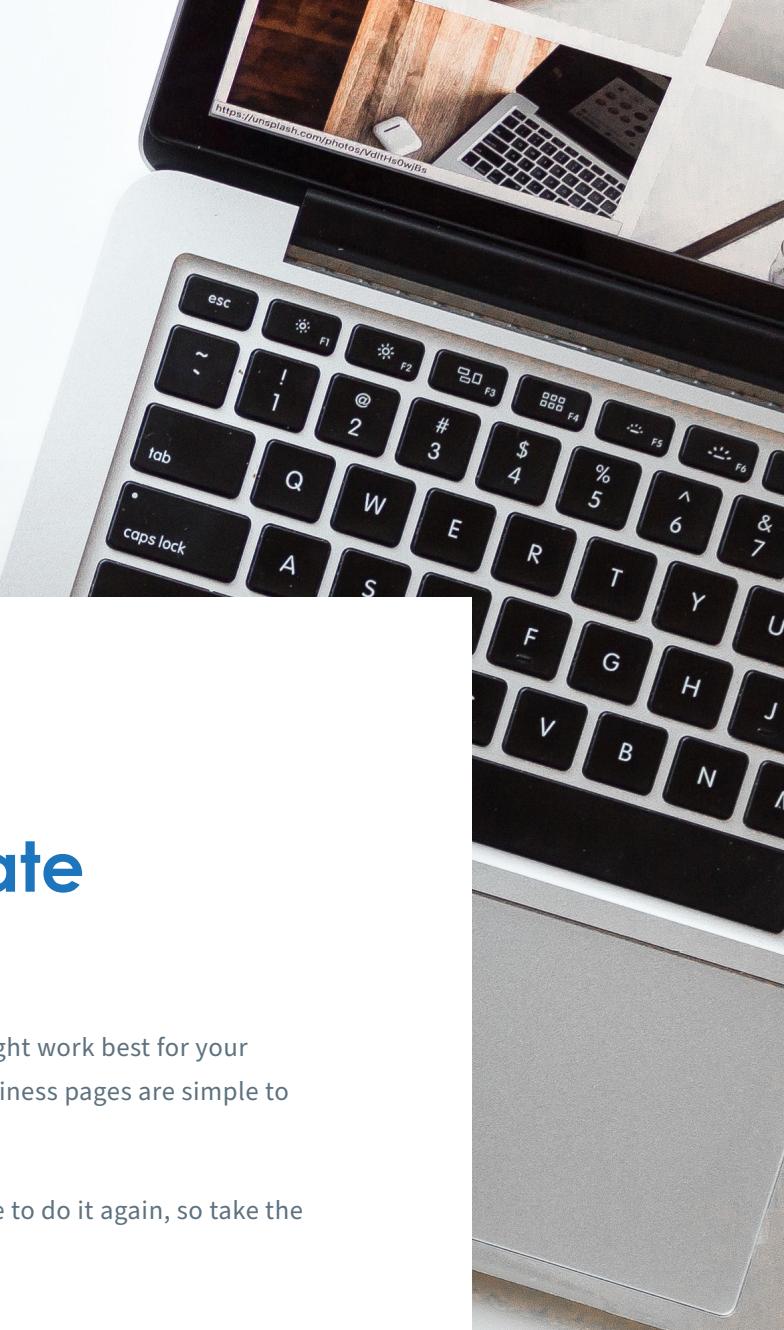
Social media is an ebb and flow.

Social media platforms themselves and how people use them are constantly changing. Stay up-to-date on the latest trends and platform changes by attending webinars and live events, and reading articles online from the big names in social media, like Facebook and Twitter themselves.

## Now, it's time to create Business pages.

Now that you have a general idea about what platforms might work best for your business, it's time to create your Business pages. Some business pages are simple to create, while others are a bit more involved.

However, once you've set them up properly, you won't have to do it again, so take the time to create the Business pages properly and completely.



# Facebook Business

You'll start with a personal Facebook account. When you click on the arrow in the right-hand top corner of your home page, you will see an option to [Create Page](#).

From here, follow the prompted steps and enter your business's information to create your Business page.

Fill in as much information as you can, including business history and website URL, to provide as much information as possible for future followers.

# Instagram Business

To create an Instagram page, you first need to create a regular Instagram page for your business. From there, you can turn it into an [Instagram Business](#) page by connecting your Facebook Business page to it.

Once your Facebook page and Instagram page are connected, create a short business description, your office location (if applicable) and add your business's website.

Twitter does not have [business pages](#), so you'll want to just create a regular Twitter account and fill in your business's information.



# LinkedIn Business

To create a LinkedIn Business profile, you must first have a personal LinkedIn profile. In the top right, click on "Work." From there, scroll to the bottom to "[Create a Company Page](#)." Fill in as much information as you can, including business history and website URL, to provide as much information as possible for future followers.

To create a Pinterest account, you can do so at the above link. There are many options for putting money behind your pins—AKA getting your pins in front of more faces. You can simply promote a post, or set up an entire campaign within Pinterest. Check out more about Pinterest ads [here](#).

# Snapchat Business

To create a Snapchat Business account, you first need to create a personal account for your business. From there, you can convert it to a [Business account](#) in order to advertise on Snapchat. You can either start by simply sharing Snaps, or diving into the paid advertising area of Snapchat.

**Visibility is crucial on social pages.**

You'll want to use your logo as your Profile Picture for optimal brand recognition. If the social site allows you to choose a cover photo (such as with Facebook, LinkedIn, and Twitter), you'll want to display a related image, preferably something highly unique to your business and brand.

# Now, the million-dollar question: how do I get followers?

There are two ways to gain new followers: organically (not paid) and through paid advertising.

When you're first starting on a social platform, you'll want to follow similar businesses, especially on Twitter and Instagram. This will connect you to your community. In addition, sort through your notifications on Instagram and Twitter to see who has followed you and follow them back, which is customary on those platforms.

[On Facebook](#), click on your Notifications and scroll through them to see if any of your boosted posts or advertisements gathered interest from non-followers. Then send them a request to follow you, and you'll gain new followers.

# A note on hashtags

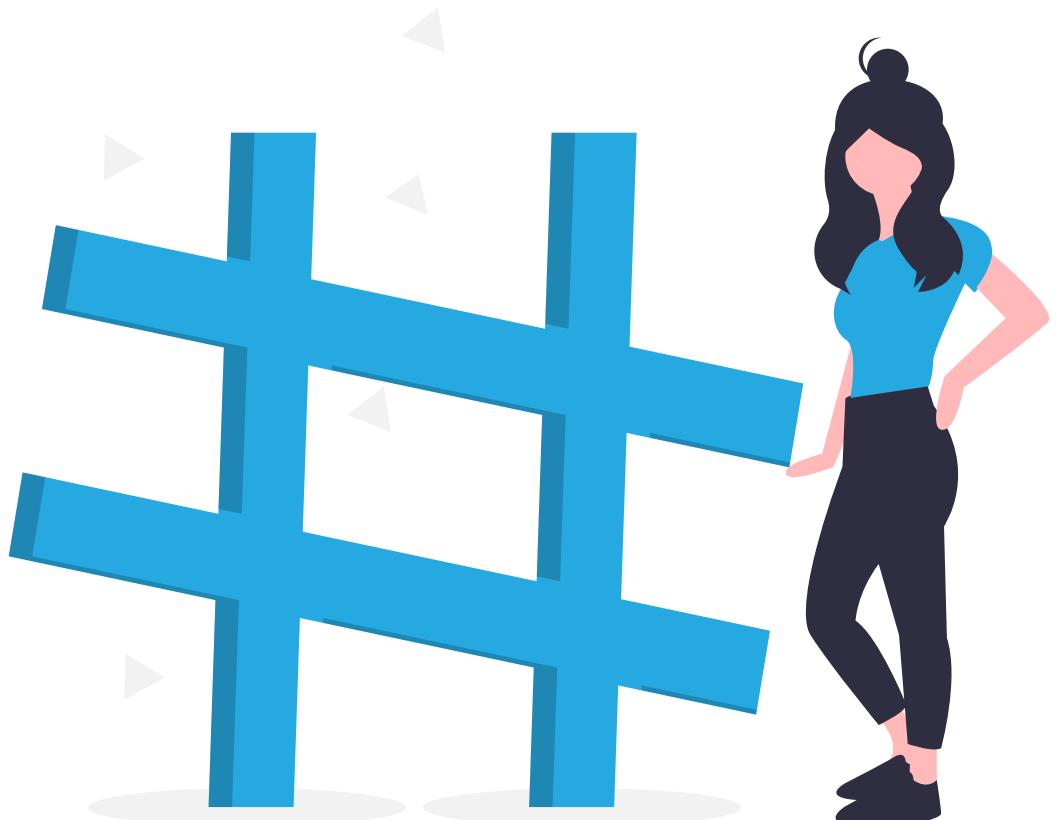
Hashtags on all platforms help people find you to follow you according to their interests, so choose hashtags that are popular, but not overused. If you use a very popular hashtag, your post is almost guaranteed to get lost in the shuffle.

Look for hashtags that have about 10,000 or fewer mentions on Instagram. This number can be seen when you search for a specific hashtag on Instagram on your desktop. Also, try to vary the types of hashtags you use, rather than using the same ones in each post.

On Twitter and Instagram, test possible hashtags to see if posts similar to yours pop up when you search for them.

If not, don't use that hashtag. If similar posts come up, use them. If Twitter profiles come up when you search for specific hashtags and they are other businesses, professionals or hobbyists with that hashtag in their profile bio, send them a Follow request to start growing your following.

The benefit of having similar businesses on your timeline is seeing what applicable hashtags they use, as well as how they reach potential customers.





## Now let's talk about social media goals.

If your goal is to drive brand awareness, you would measure success against metrics such as audience reach and engagement, not profit.

—[Hootsuite](#)

Creating and meeting goals is key to business growth, and this applies to social media, too. Rather than simply jumping into social media and posting right and left, creating overarching goals will help you to create even more actionable, productive content (and save yourself time).



# Here are some common social media goals you may want to develop:

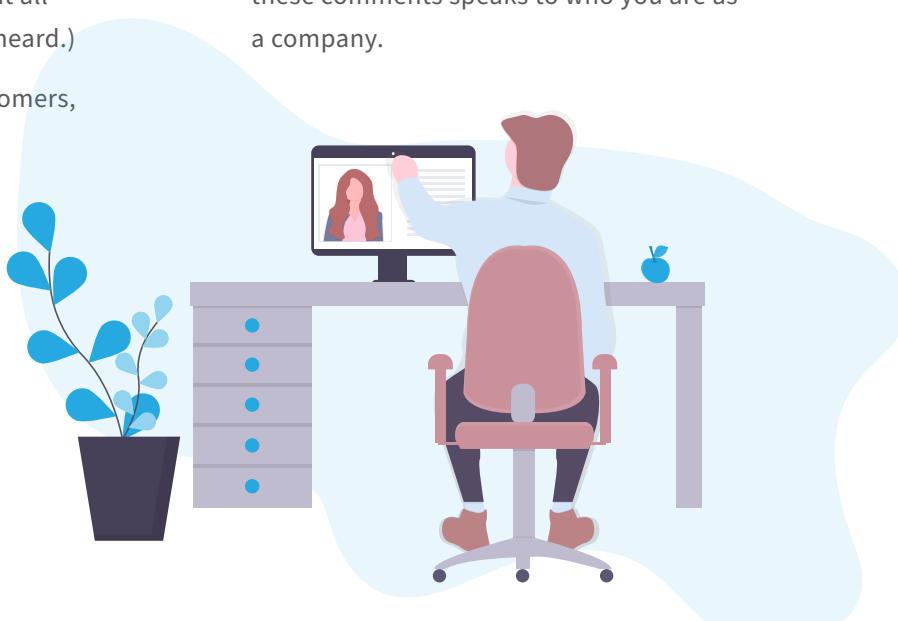
- ▶ **Drive traffic to a website...**
  - ▶ where customers purchase products/services.
  - ▶ where customers almost purchase products/services. You can continue to target and advertise to them based on previous interest, also known as generating leads.
  - ▶ where potential customers learn more about how to use the service or product and schedule a consultation.
  - ▶ where customers learn the latest news and updates about your business in full detail.
- ▶ **Make an effort to increase brand awareness.**
  - ▶ Don't fool yourself into the idea that customers will find your website by accident. While some may, this won't be the majority of cases.
  - ▶ They will likely see your ads and posts on social media if a friend shares them.
  - ▶ Raise the chances of your potential customers finding you by being on social. Be authentic, post consistently, and be your authentic self as a brand.

- ▶ **Encourage brand engagement.**
  - ▶ Request comments, retweets, and shares. You can ask for this engagement for a giveaway, or you can just ask. It's surprising how many folks on social media are willing to share about your brand if you simply ask for help! Once you find your community on social media, you'll be able to tap into others who are happy to help you out.
- ▶ **Continue to build your community.**
  - ▶ You can also build an online community with the help of your social media platforms. Since social media is so "social," your happy customers want to share your products and services. They can connect with others who love your product or service and want to learn more about your business and what you have to offer.
  - ▶ Create that community foundation from the start by encouraging brand engagement. Ask for comments, create a brand or event hashtag, and/or create a Facebook or LinkedIn Group (we'll talk more about that last one later).



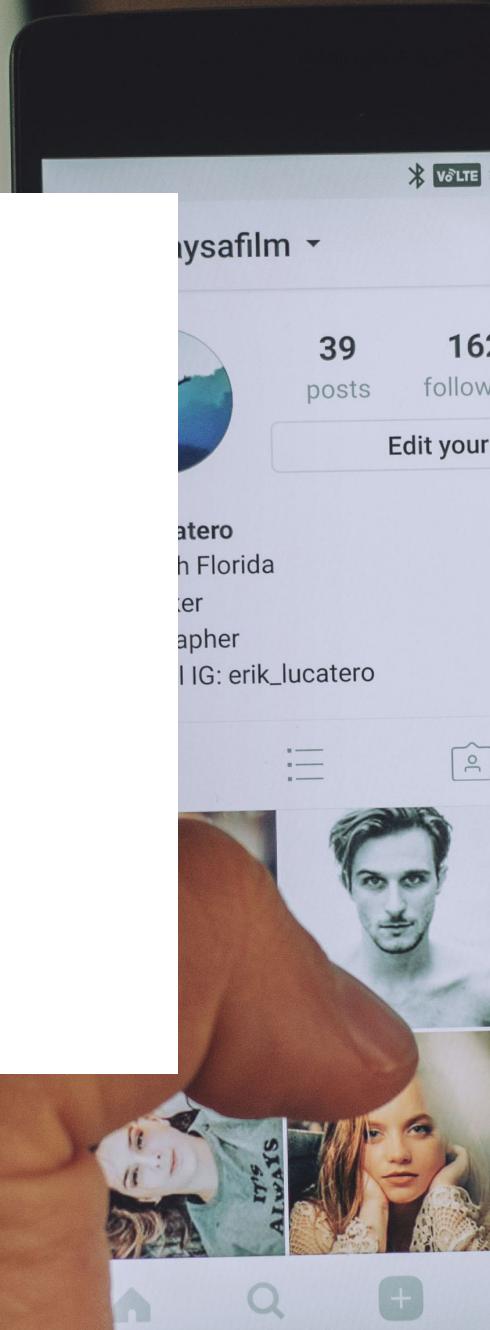
- ▶ **Offer exceptional customer service.**
  - ▶ Social media can be a great place to answer customer questions, learn about their struggles, and offer support outside regular business hours.
  - ▶ If you have a frustrated customer posting publicly on your social media, don't worry. Yes, it's not a great scenario, but you can encourage the customer to message you privately to settle the situation. After all, there will always be dissatisfied customers. It's how you handle those reactions that speaks to who you are as a company.
  - ▶ Most customers will appreciate that you took the time to respond to their frustrated comment or post, and will gladly share more information in a private message.
  - ▶ However, some customers won't want to message you privately. In this case, it's still crucial to remain transparent. You'll want to address the situation as quickly and appropriately as possible. (Tip: it's not recommended to delete general negative comments. This only frustrates those customers further. Only delete offensive content, as freedom of speech is vital to social media platforms, and you want all of your customers to know they are heard.)
  - ▶ This encourages trust with your customers, even after a bad experience.

- ▶ **Listen to your customers, because they want to be heard.**
  - ▶ When you offer customer service, you will have a chance to learn from your customers and gain invaluable insight into the customer experience. Offering customer service gives you the chance to learn from your customers.
  - ▶ Interactions on a customer service basis can happen in private messages, comments and tagged posts. If many customers have the same problem or complaint, do address it appropriately, but outside of social media.
  - ▶ If a follower has a success story, ask the follower if you can share it within the specific platform in a post or Story. This can be as simple as sharing the story and adding a comment or two. Engagement takes time, but every little dose counts.
  - ▶ For reviews, thank the follower for reviewing in a comment (and if the review is negative, take the time to handle it appropriately and professionally). This is a great way to improve customer relations on and off social media platforms. As with negative social media comments, how you position yourself when you respond to these comments speaks to who you are as a company.



## Now, let's get into content calendars.

Take a deep breath. You may be thinking of a complicated structure, a series of workflows, and a million different dates. But creating a content calendar isn't as scary as it sounds. Once you get the hang of putting together a social calendar, it will become routine, and you'll be able to tap into the inspiration you need to put it all together.



# As much as nailing down your brand, a content calendar is key to your success.

To create a content calendar, start simple: define your goals for the year (calendar or fiscal) and jot down what big events or product launches you have planned for the next year. What other projects do you have planned, big or small?

By answering these questions, you will have an overall framework or timeline for your content calendar. It will then become easier to break down your overall structure and look at the small pieces (or the posts themselves).

## Next, you'll want to fill in the bigger items.

Take stock of your next month.

What big projects (like a new product or website launch) do you need to promote?

What smaller projects do you need to promote (like blog posts and white papers)? Jot those items down on your content calendar for the next month to share on social. A time-saving element of social media marketing is repurposing: blog posts, case studies, white papers, press releases, and so on can be shared via social with engaging snippets that prompt potential customers to read further. You can also position blog posts and other previously published content with monthly themes and trends, which can help with brainstorming. The more you post, the more content you will eventually have to reuse.

## Now, fill in the gaps.

Do you need to sell something big next month? Slow down on selling this month and plan non-selling posts.

Are you launching something later this month? Start creating hype now with a giveaway or a countdown.

## Be consistent.

Share similar content across all platforms, but be sure to mold these shares in different ways (varied text and images). For example, a countdown to a new launch can be shared on Instagram and Facebook Live Q&A sessions. Then, you can post regular updates as the countdown continues. Sprinkle in fun facts about your business and an image with a bigger number to dramatize the countdown.

## Giveaways can spur interest.

[Instagram](#) is a great platform for this. You can give one of your products away as a gift to your followers after they like your page and associated post, and tag a friend in the comments. By tagging a friend, they'll be cued into your business and what you have to offer, which could lead to a new follower. This is a great way to increase your follower base quickly and organically. Just make sure to follow the platform's [giveaway rules](#).

## How should I be creating a content calendar?

An Excel spreadsheet, Word doc, or plain old paper calendar will work well. Some social media management platforms also have content calendars within them to simplify the process.

No matter what format you use, it needs to work for you and your team. If you prefer writing things out longhand, go for it (but only if you're the only member of the social media team).



# Alright, so what do I post?

Once you've nailed down the bigger topics, you'll want to further develop your social media presence with a wide variety of post types.

Here are some ideas:

- ▶ Motivational quotes
- ▶ Holidays
- ▶ Company focused
- ▶ Blog post
- ▶ Employee updates
- ▶ Video
- ▶ Product launches and features
- ▶ Images featuring statistics
- ▶ Industry topics
- ▶ Celebrating company wins and milestones
- ▶ Highlighting company leaders
- ▶ Drive registration for events your company is hosting or sponsoring
- ▶ Original research



# A quick note on images.

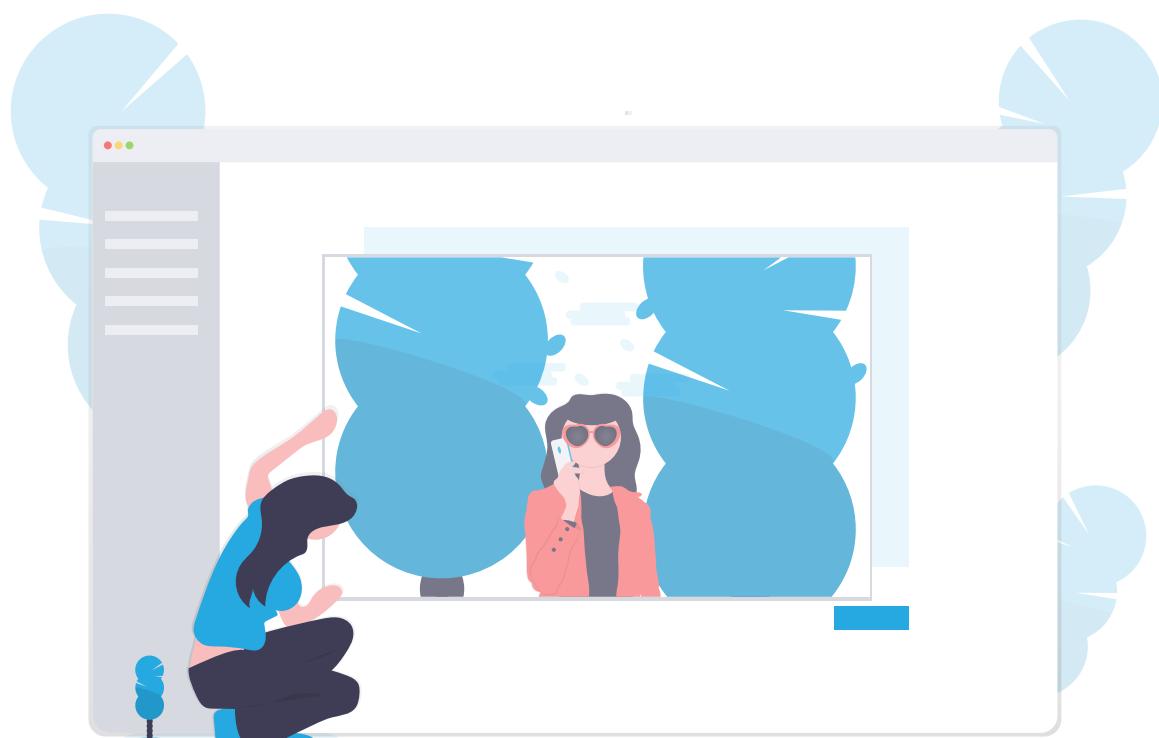
Images can either be professionally shot photos, stock photos, or a visually-pleasing combination of images and text created on a platform like [Canva](#) (this platform allows you to create clear, concise, and creative images that look like they were created in Adobe!).

Depending on your business, mix it up, but maintain a general “look” to your posts, meaning similar font, colors, and design. That way, you maintain your brand and become instantly recognizable when you post.

If you have a graphic designer or photographer on your team, use them often! Give them ideas of things to create and shoot. If you don’t, start by using [stock photos](#), which can be purchased from stock photo websites.

However, there are also some free websites to get started, like [Pexels](#) and [Unsplash](#).

Don’t forget to size your images appropriately for each social media platform. For the latest image sizing details for each social media platform, [visit this link](#).



# How can I calculate my social media ROI?

Not every organization will be able to attribute revenue directly to social media. Nor should they. Value isn't always measured in dollars and cents. Tethering ROI to such a strict definition prevents you from identifying other ways an investment might be paying off

—[Hootsuite](#)

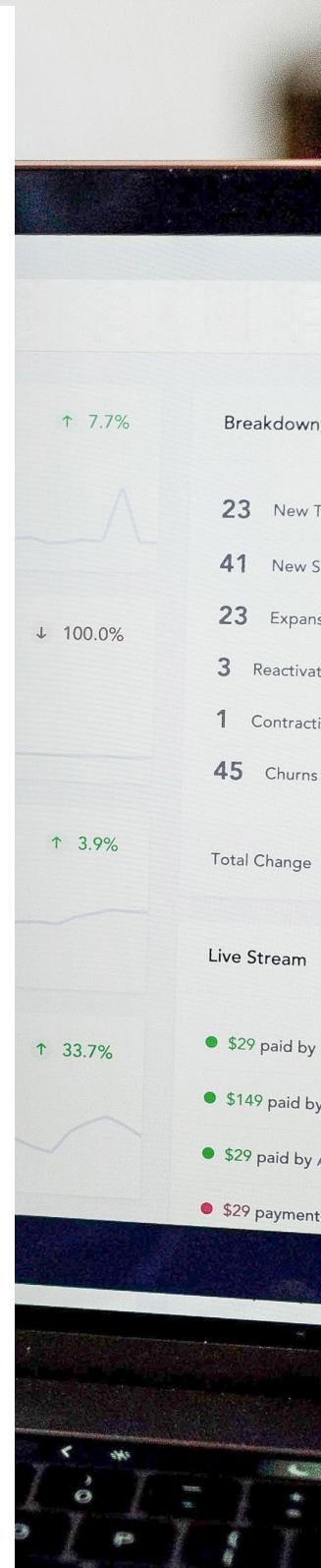
We thought we tackled the million-dollar question already, but this is another one, and it's often heard when it comes to social media. With every part of business, you need an ROI.

However, your ROI will depend on your goals, which will vary depending on your business.

If your goals are to increase sales, then you need to be able to show that your social media pages are driving traffic to your website and generating sales.

If your goal is to create a community for your customers, then having more comments, likes, and shares/retweets will show that your community is growing.

These different metrics are your Key Performance Indicators (KPIs). If you want to drive traffic, your KPI will be clicks. If your goal is engagement, then likes and comments will be your KPIs.



## Don't forget to monitor your social presence!

Monitor your Insights on your various social media pages, which are available to all admins. You'll want to see what posts your followers like and where you gain new followers. Is it ads, or just your incredible posts that are shared by your adoring fans? You'll also want to uncover how much your social media pages drive followers to your website (and from there, the actual sales or consultations they lead to).

## Now let's talk about KPI numbers.

This is where the math comes in. How much time and money did you spend on those KPIs? Divide it by the total number of KPIs. For example:

\$50 in ads / 10 website clicks = \$5 per website click

## Most importantly, how many of those clicks led to a sale?

$\$50 \text{ in ads} / 3 \text{ purchases} = \$16.67 \text{ per purchase}$

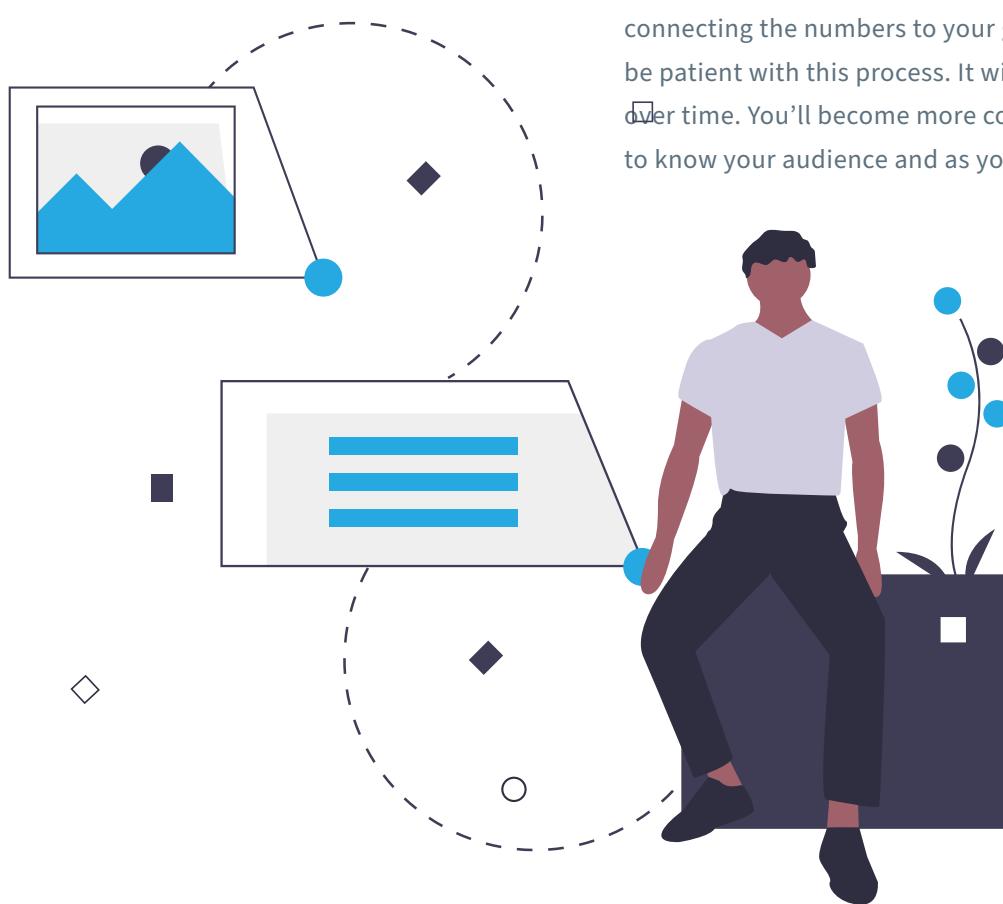
If your products or services are worth more than \$16.67 after you consider your business budget (paying employees, office expenses, etc. involved with those purchases and ads), then you made a profit.

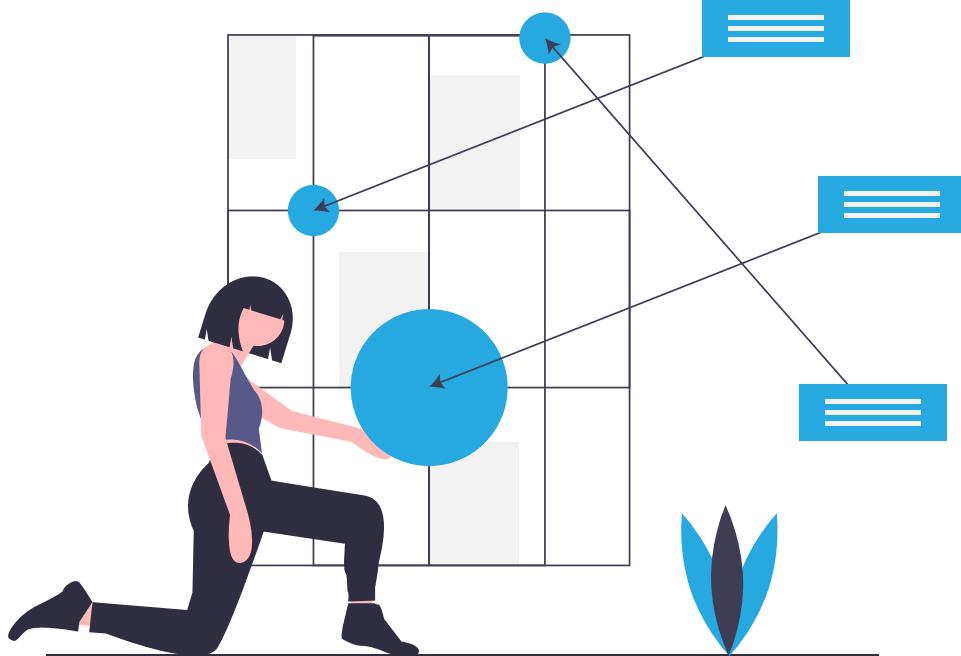
If you sold three small items for \$5 each, then you lost money. However, perhaps you gained three new email leads for your newsletter, so your ROI is a little less exact.

Not having a definitive ROI number is normal, but having some data is very important, to show what works and what doesn't, and to prove to your boss that social media (still) matters.

Repeat this process to see the true value of your social media posting and advertising. Your boss will want to see the hard data, so do the math first.

The numbers can be daunting at first, but over time, connecting the numbers to your goals gets easier, so be patient with this process. It will develop and change over time. You'll become more comfortable as you get to know your audience and as your business develops.





## Managing your business's social media pages can feel daunting, but it doesn't have to be.

By using a third-party social media management tool, you can plan, draft, and schedule posts days, weeks, or months ahead of time. The key to managing your social media pages is to repurpose content across multiple channels. Mold this content to be appropriate to your different audiences, and use your other content, such as blog posts, to offer value to your followers in their feed.

### Start planning.

To do this, we suggest creating a content calendar at the beginning of the year or fiscal year. From there, plan out your social media topics at least a month in advance. Then draft your social media messages in a block of time and take any photos or purchase any stock images you may need ahead of time.

Then you are ready to go. This scheduling process stems from your regular content calendar and may take from only a few hours of your time to set you up for social media success for an entire month.

Schedule your posts with [one of these social media management tools](#).

### Don't forget about monitoring your pages.

It can be overwhelming to respond to comments and messages every day if you're running multiple social media pages on your own, so you'll want to create a schedule. Responding to comments and messages right away is ideal, but if you only have time to do so every two days, then mark it on your calendar so you never let a customer wait for long.

If you can check your social media pages for 15 minutes per day to scan for any messages or comments that need immediate attention, then do so. Quick responses are important to good customer service, but many questions do not need immediate answers. However, customers are impatient, so do your best to monitor comments and messages as often as you can.

### Don't forget to organize who does what.

Facebook Business has a nifty option to assign a private message to different team members if you have multiple team members managing your social media pages. You can add customer service representatives or sales professionals as administrators to your social media pages and then assign them specific messages to respond to accordingly.

# A cry for social media in private

Within the past couple of years, social media has shifted. With many people's information, thoughts and ideas in public on social media, many people are moving to more private avenues of connection.

But actually, it's not all private. The prevalence of concern about privacy has brought about an opportunity to meet people in other places, such as LinkedIn Groups, private Facebook Groups, and messaging apps.

Create these Groups where your customers are, and encourage them to communicate with you and with the rest of your community. For your most active and engaged followers, this is the VIP lounge. For those interested in your product, it's the first step in. While this can mean that there is less engagement on your public pages, these customers (and potential customers) sense that they are in a safe environment with like-minded people, which they are, and group moderators (your team). This breeds trustworthiness and comfort, which translates to a greater likelihood of conversion. There is also no harm in promoting those private groups occasionally on your public feed. Not everyone will join those groups, but the idea that they exist can emphasize the sense of community across your social feeds.



## Now for some tips:

- ▶ Share authentic images and stories. Don't show the bad, but show real life so customers can relate to you and your business. Show the humans behind the brand.
- ▶ To increase engagement with posts, include a call to action (CTA), such as "Comment your favorite tips" or "Read more at link." However, don't include a CTA explicitly asking customers to "like" a post—social media users will see right through this, and it isn't authentic. However, a CTA to "like" or "follow" a page or profile (especially in an ad) is a good CTA.
- ▶ Be consistent. That's why scheduling posts ahead of time and creating a strategy is so important.

# Always, always engage

Reach out to your current fans in-person, on your website and via email to follow your social media pages to organically grow your pages and engagement (without paying). From there, you may need to pay for advertising on these social media platforms. Facebook is currently very difficult to grow a social media following organically, so expect to pay for advertising on there, especially when starting. It's important to remember that social media goes hand in hand with advertising, just like every other aspect of marketing.

# Post with purpose

Never post anything just for the sake of posting. Everything must offer some kind of value to your followers to make sure you're seen and heard. However, that value can just be an eye-catching photo or catchy quote to brighten their day. Posts don't have to be heavy or complex, but they need to have a purpose—AKA they must prompt a social media user to feel or do something.

Have multiple kinds of posts. Take photos from different angles. Make sure they look good on your pages. See what posts perform well and schedule more of those. Don't just talk about your products. Talk about your business culture, your employees, your city, tips and tricks for your customers, and more.



# Think about what your potential leads are doing

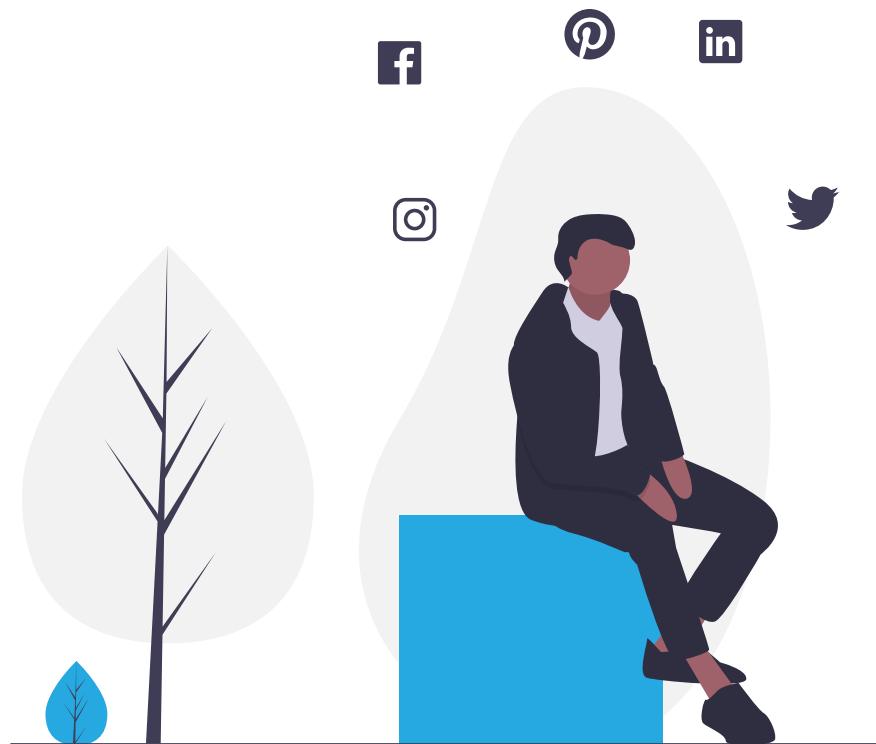
The purpose of social media is to give you leads for your business. Meaning, you're going to want to lead people to your website. This is a long-term solution to growing your brand as a whole. Don't ever think of this as a quick fix! Patience is key as you nurture your pages because you are nurturing relationships.

Many social media users use different platforms differently. Perhaps they only want to follow friends and family on Facebook but follow many businesses on Twitter or Instagram. This is one reason why it's important to be on multiple platforms if you have the time. Even if a follower follows you on multiple platforms, it doesn't mean they will see every post. Because of the different algorithms associated with each platform, your followers won't see all of your posts. But they're not seeing all of your competitors' posts either.

# Be aware of the differences in platforms

Instagram doesn't allow clickable links in post descriptions, so when you refer to a link on this platform, say "Link in bio" at the end of the post and then update the link your business's Instagram profile bio to showcase that link. However, it's best not to change this link often so followers who see last week's post don't click on the wrong link. Monitor this as needed. If you do want to share links more often on Instagram for your business, [check out this link](#).

Every platform has a unique algorithm. However, most platforms no longer show users the latest updates. Instead, they show what they think the user will want to see based on past likes and clicks, regardless of when it was posted. Many users see posts from today and a week ago when they scroll through their various feeds. Pages take time to grow organically. Again—be patient and consistent!



## A note from SharedTEAMS

This is a lot of information, and it can be overwhelming! Social media has developed so much in recent years, and it can be tough to keep up. But now, businesses can optimize their social media by following a decent strategy and consistently using their platforms.

Remember: social media was created to help you communicate better and more openly with others, and not to stress you out.

Start with what you can manage consistently, even if it's one platform. Communicating with your prospective customers is a long-term journey, not a sprint. When you take it one step at a time, be strategic in your approach, and consistent in your execution, you'll likely find that you get results that produce value.

