

Do's of Social Media

5 Easy Tips

- 1. Choose 1-2 people to represent your brand:** It is a lot easier to have one voice represented across your social media than five or six. You want a common reflection of your business, products, and services – not 100 different personal opinions. It is also easier to detail a social media plan to fewer people.
- 2. Keep it simple:** Social media is supposed to be quick, easy, and interactive – not long product descriptions and company histories. If you have long or intensive information you wish to provide to your customers or fans, put it on your website. Keep posts/tweets short and draw fans back to your website or an article for more information. (If you do not have a website you can always try Wordpress or similar website managing websites)
- 3. Use correct spelling & grammar (reflection):** This is a MUST. While today's use of mobile devices and texting has created "text-talk" and many use this form of spelling and grammar on their social media sites – you should not. You do not want grammar or spelling mistakes on your website or in your publications and social media is extension of those.
- 4. Different Media-try photos, graphics, videos, info graphics:** If you find your fans are becoming bored with text-heavy posts or you do not have something to tweet about that day – try another form of media. Social Media is more than the words people read, it is what they see, what makes them laugh, and what gets them engaged. Often if you can give the same information in a graphic or video it will be better received than through a text post.
- 5. Remember who your audience is & what they are looking for (NOT what you are looking for):** This is very important! When it comes to social media you are looking for 1) More fans 2) More customers 3) More draw to your website, etc. However, this is NOT what your fans are looking for – they want information about your business/products/services, coupons/discounts, contests, and community news. The key is to give your fans what they are looking for to eventually get what you as well!

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Tips for Postings

- **Post about yourself as a business:** It is perfectly ok, and expected, that you post about your business (what you do, who you are, your summer hours, etc.). Fans, followers, and customers all expect and will look for this information. They want to hear about the newest product or how your business earned a reward for cleanliness. The key is to not overload them with this information every day or with every post.
- **Post about employees:** Social Media is used to be interactive and show a lighter side to businesses, which means users are looking for PEOPLE not robots. Take some fun inter-office photos of casual Friday or an employee's birthday and post them online – it tells your followers that you are human and can connect with them. This can be done through photos, videos of answering online questions, or posting about employee achievements.
- **Connect to your website and other social media sites:** Always remember that Social Media is an extension of other resources – connect to them! One way businesses social media pages fail is because the business does not advertise that they have them. If you have a website place the “Follow Me” button or a line saying “Find us on...” on the homepage. If you have more than one social media site, make certain to list all sites on each. (Sometimes users will find you on one site but use another site more, if they know you are on both, they will search you out)
- **Advertise in your store:** If you have a place of business, or a booth, or a shelf of products advertise you are on social media sites. Once again, if customers do not know you are there they will not search for you. Tell them what sites you are on and how they can find you – make the signs large and visible!
- **Post information besides your business or products:** It is important to talk about your business and services but to keep customers coming back you need to connect to them in more than one area. It is not enough if they only visit your site once a year for a discount on one product – keep them coming back. Additional posts can include: community news, related events/news, coupons, or fun posts.