

TOP 10 TIPS for Successful Social Media

10

Choose the best social media sites for you

The biggest players in the social networking world are Facebook, Twitter, LinkedIn and YouTube. Discover where your demographic is the most active and invest your time there.

9

Stay up to date on your social media

Make sure to keep your social media profiles up to date and post regularly. Always include links to your social profiles in your emails and on your website to collect more followers.

8

Switch it up

Don't use the same content in every message you send out. Mix up your messages with relevant articles, interesting videos, contests, exciting events, industry news, photos, etc.

7

Participate on blogs and create your own

According to small business expert John Jantsch, blogging "is the doorway to all other social media." Start by posting blogs once or twice a week and commenting on blogs of influence within your industry.

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Use relevant links

Be sure to include links to drive the customer to information that relates to your goals. Include content that encourages your customer to make a buying decision for your product.

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Include visuals aids.

According to an infographic by M Booth, photos and videos drive the most engagement on the top ten brand pages on Facebook. Use visual content to spark interest and start conversations.

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Stay connected with others in your industry

Paying attention to what others in your industry are doing with social media will allow you to learn what may or may not be working. Then you can adjust your social media communications accordingly.

3

Measure your progress

Keep track of things such as number of likes/followers, comments and retweets. More importantly, determine what type of content garners the most engagement from your social media community.

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Integrate with other marketing efforts and business strategies

Don't use social media to haphazardly connect with consumers. It is important that the communications you are sending out directly support other marketing efforts and your overall business strategy.

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Engage often and stay connected

Actively communicating with your social media community is a great way to gauge product interest and receive feedback. Use your learnings to adjust product offerings to better satisfy customer wants and needs.