

“Most people want to learn about a company’s values and personality before doing business.”

TOP TIPS for Social Media

Some ideas on how to get started on social media for your business

So you’ve set up your Twitter account or your business Facebook page, but you’re wondering how to start engaging with people and what you should be posting. Here are a few tips to help you get going.

The Top Tips

1. Find some good people to follow



You’ve got to think about who you want to reach with your social media, and what those people want to know. Customers, prospects, business partners, suppliers, friends, family, investors, competitors, or companies who may one day want to acquire your business. Most people are now searching on the internet before deciding which companies to deal with. Certainly they’ll be looking at your website, but to get a good feel about your company, its values and what it stands for, they’ll also look at your social media channels, because a company’s personality has become much more important to today’s audiences.

So first of all, find some good industry experts to follow. Who are the influential people in your particular industry? Journalists, magazines, bloggers, major players, consultants. Use Google to find the major people, then search for their Twitter and Facebook IDs, usually these will be on their website. Bloggers are becoming more important as influencers and you can use Google Blog search (www.google.com/blogsearch) to find blogger sites that deal with

topics in your marketplace. Visit those sites, subscribe to the blogs and find out the social media IDs of the writers and follow them. Before you follow any of these people, make sure you’ve posted some interesting topics yourself, otherwise they’ll be notified you’re following them and will come and look at your own page. If there’s nothing on there, or nothing of interest, they’ll click off and won’t bother following. But if you’ve already posted something interesting, maybe an article you’ve written yourself, or a case study, they might find it interesting enough to follow you. Twitter Lists are also important - use listorious.com to find out lists of people with similar interests. For example, there may be some lists of people interested in interior design. Search for them and you can then follow a whole list, or selected people from it.

2. Get people to follow you



How do you do this? By posting engaging content that people can learn from, or find interesting, or can get something from. Case studies about how people are using your products and services, informative or topical blogs or articles you’ve written, customer quotes, special offers, new product information, competitions, videos, photos, questions that they can answer - these are all good things. Make sure you use key search terms in your posts so that if people are searching for the kind of products and services you provide, they will find you and can follow you. Once you’ve followed

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a few people, and started posting content they like, they’ll follow you. On Twitter, retweet people who say interesting things, often people will follow you if you’re kind enough to retweet them. Use the Twitter #FF Follow Friday hashtag to recommend people you like and say why you like them - Again, they’ll often #FF you and follow you in return. If you’re posting on Facebook, try to always accompany your post by a picture, either one you’ve taken yourself or from a stock image subscription site like istockphoto.com.

3. How to think of things to post



I’ve already mentioned some ideas of things to post in the previous point. But don’t make it all about you. Certainly one post a day can be overtly promoting your business. But the majority should be non-salesy. Industry news, general world news, educational articles, special offers, competitions and questions are all good ways to promote your values without spamming people with sales messages. Ask yourself what’s happening in your market at the moment, what are your views on those events? Talk about these. Retweet people who say interesting things and add your own comment.

4. What not to post



There are several “what not to do’s” and everyone has their own list. These are some of the most recognised no-no’s:

- Don’t post lots of things at the same

time on any social media channel. Nothing will upset your followers more than seeing 10 posts in succession from you on their timeline.

- Don’t automatically reply to people who follow you with a banal sales message.
- Don’t spam other users’ posts. This means replying, retweeting or commenting on Facebook on someone else’s posts and then adding a promotional message about your own business. This is spamming and will annoy people.
- Don’t repeatedly post the same message several times a day. Try to schedule different types of messages during the day so that there is a variety of subject matters.
- Don’t criticise or complain about your customers, no matter how tempting it might be.
- Don’t just post a link on its own without some accompanying text - otherwise it looks like a scam/spam.



Need some help?

A successful SEO program needs continuous effort. If you don’t have the time to do it yourself, we can help. Contact us to discuss what you need.

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