

SOCIAL MEDIA

BEST PRACTICES



Maximize your social media presence and increase your influence.

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**ARE YOU
OVERWHELMED AND
UNSURE HOW TO
MOVE FORWARD
WITH YOUR SOCIAL
MEDIA?**



Social media can be daunting if you are just starting out! We have compiled a list of social media best practices to implement to speak to and target the right people online.

Enjoy!



Why is having a content strategy important?

A content strategy will save you time and allow you to create content tailored to specific goals you set for your business!

Planning out content and then using the tools available to measure the metrics/success/reach of what you are posting will help you determine what is working and what isn't. Once this is established, you'll have the general layout for the next time you sit down to create content.

If you have a plan, you are more likely to stick to it and show up consistently for your audience.

Determining what your company is trying to achieve on social media ahead of time will encourage you to consider broader business objectives (increase brand awareness, drive sales, establish authority, etc). From there, you can create tactical strategies to implement via social media- like driving website traffic, conversions, and the like.





Before you create a social media strategy, consider which social platform is best for your business.

Not every business needs to be on every single social network. Focus on the platforms that provide the most opportunity and value for your business and where your target audience is most likely to be spending time online.



Sends more website referral traffic than any other social media network. Future outlooks hints at being geared toward video content.



Highly visual network. Not optimal for driving traffic to your blog or website. Suited for strong visual brands and products.



Good option for companies looking to direct traffic to blog or website. Retweeting and curation encouraged.



Highly visual platform with strong imagery. Often used for project inspiration.



Professional network used for professional content and sharing industry specific articles.



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Best Practices

1

Take some time to determine who your ideal audience is.

Too often, small businesses neglect to put time into establishing their target market, leading them to waste time and money as they seek out potential clients/customers. Buyers have specific traits, characteristics, and situations. Defining these allows you to tailor your message to your ideal buyer and showcase this message where your market hangs out, using words and enticements that specifically speak to their needs.

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2

Be thoughtful about your posts to make sure your content is interesting and engaging with your audience.

Being mindful of what you are pushing out on social media is critical for how people will perceive your brand and determine whether you are someone they would do business with or not. Publishing too many promotional posts could turn people off to your brand because it seems like you care more about your products than you do about your customers. In order to avoid being redundant or too salesy, try mixing it up with different message topics.

3

Stay consistent with your branding, tone, and voice.

Finding your aesthetic and voice and remaining consistent is key to connecting with your target audience. People like and trust brands they can relate to and that understand their pain points and offer viable solutions. To define your voice, you should consider addressing these questions: What do you want your brand to sound like online? Who is your target audience and what vocabulary do they use? What will your audience expect to hear from you?

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4

Respond to relevant comments and messages quickly and engage your audience.

Take the time to respond to comments and direct messages and really engage with your audience. Answer questions, offer support, and provide feedback, like posts, and share content when you can. Should you receive a negative comment, address the comment but be sincere, positive, and solution-oriented. The best way to deal with negativity is with empathy. While it can be tough to handle negative remarks, the more genuine you can be in handling the matter, the better.

5

Make sure to format your posts correctly depending on the platform [image size, text, and photo guidelines].

Make sure you are keeping up to date with image and post guidelines for each platform. These guidelines may include image resolution, file type, file size, text allotment, and image size. Posts can be denied, or appear skewed and visually unattractive if uploaded in the incorrect format.



6

Communicative, clean, and impactful imagery is key. Show off your work!

People want to see a brand that looks well put together and consistent across designs and imagery. Having photos that are clear, well-lit, and focused not only look visually pleasing, but communicates that your company is well established and will help build trust subconsciously with your potential clients/customers. You can use these images to showcase your product, services, and happy clients, or to tell your brand story in a unique way.

7

Optimize your social profiles for maximum effectiveness and exposure.

If your social profiles aren't completely filled out and accurate, your company is missing out on an opportunity to connect with your customer base. Go through your current social profile and make sure the following are correct and consistent: username, profile, header photos, bios, company descriptions, and links. Keeping this information easily accessible and at the forefront of your social platforms will help people recognize, engage with, and easily find information about your company.



8

Quality over quantity. Your social media reflects your company as a whole.

Depending on which platforms you choose to use for your brand, some may require a high volume of content to see a return. However, always prioritize quality over quantity. Avoid posting anything simply to take up space, and make sure every post is supporting a broader strategy or objective. People are really looking to connect with, learn about, and gain value from your brand. Pushing out content with a purpose can convert followers into clients.

9

Give your content a second review before you share it.

Take the time to review your content- the text, the imagery, the messaging. During quality assurance, make sure you don't have any errors, your tone and voice are tailored to your audience and reflect your brand appropriately, your message is clear, and you aren't engaging in any controversial or offensive topics that could cause turmoil.

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Plan content using a social media planner and automate scheduling when possible!

Planning ahead saves time. Knowing what you'll post in advance reduces time wasted searching for content ideas or coming up with posts to share last minute. You can post more strategically if you plan your content out ahead of time. Once this content is created, use a program (We like Sendible) to schedule posts to automatically be uploaded so they get sent out without you having to even think about them. Doing this saves time- freeing up hours to focus on other aspects of your business.

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**DO YOU FEEL LIKE YOU
NEED ADDITIONAL
SUPPORT?**

Book a 1:1 Social Media Content
Training Course with us!



**We can show you how to utilize
social media to convert followers
into clients.**

CONTACT US TO BOOK:

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