



# Social Media Guide

Social media presence is truly important to the success of your business. It not only boosts the credibility of your company, but also enables people to learn more about your company in a more casual format. **Growing your social media audience can boost awareness, and sales.**

## STEP 1 | Choose the right social media accounts

The social media landscape is constantly changing, so it's important to decide which social media accounts to use. Aim to choose a platform that aligns with your business type. Facebook and Instagram are a great place to start, but if you are looking to expand your business-to-business (B2B) relationships, you might want to try LinkedIn. Try to stick to only 1 or 2 accounts at the beginning, so it's easier to manage them - remember it's quality over quantity.



### FACEBOOK

Whoever your target customer is, they most likely have a Facebook account. Facebook has a massive user base and there's great potential to grow your brand. The downside is that with so many competitors, new posts can get lost. The good news is that Facebook makes it easy to build a target audience for ad placements, but you need to be ready and willing to invest money in advertising.



### INSTAGRAM

With over 500 million active users Instagram is one of the best platforms to use. You need to ensure your content is visually pleasing, as most Instagram users judge your content first. With Instagram it's easy to reach out to people using methods such as giveaways, having a hashtag strategy, as well as using influencer marketing). You can also build trust in your brand by sharing 'behind the scenes' stories that your users can engage with.



### LINKEDIN

As the most popular B2B online network, LinkedIn helps businesses connect with other professionals. You can also share content from other company's if it aligns with your brand. The biggest advantage of LinkedIn is that people affiliated with your brand can become your brand ambassadors by sharing and engaging with your content.

## STEP 2 | Basic steps to success

**Whichever social media platform best suits your business, there are a few important details to note:**

- ✓ To gain credibility and trust, ensure your accounts have all information filled in properly - from your profile photo, down to the category of business.
- ✓ Socialise with your audience - try to regularly reply to comments or messages.
- ✓ Target the right audience - research who you want to target to make the most out of your posts or paid ads.
- ✓ Provide value to your audience.

## STEP 3 | What to post

**Always ensure that you post visually pleasing content (either photos or videos) that add value. It is advised to post 80/20 - 80% engagement content, and 20% that is focused on sales. Make sure you post regularly and the information is consistent with your brand. Be creative and make some videos, a huge percentage of online traffic is driven by video content.**

## FAQs

### What to do if your audience is not engaging

If there is not enough engagement to start with, don't be discouraged! It takes trial and error to grow your audience online. Start by checking your 'Insights' - it's vital to post when most of your followers are online and active, and this is the best way to boost your content. Start posting at the right times, using the right hashtags, and ask questions of your audience. This can encourage a conversation.

### What happens if you're not posting content

If you aren't posting regularly, it is highly likely that your followers will drop. If you are too busy to create new content, you can always re-use old content that had good engagement rates, or hire a virtual assistant to help you manage your social media accounts. Feel free to also share other company's posts if relevant to your business. Check what your bigger competitors are doing and replicate it (don't steal content, but feel free to steal ideas).