

What should you consider when starting out in social media for your business?

Consider who your target audience is and where you can best reach them. You may not need to be on all social networks.

Assess the time you can dedicate to social media. Plan out only those tasks and a schedule that you have time to complete.

Research what your competitors, referrers, mentors and industry leaders are doing on social media.

Plan a schedule considering industry seasonality, market movements, audience sentiment and local area activity.

Understand the different types of posts you can add to each network. Not sure what a carousel, call to action or how to tag other business pages in your posts? Do your research.

Create a basic ad campaign to ensure you understand the different ways you can target people.

Ensure your content is consistent across your social media, website, emails, marketing materials, sales collateral and ensure your referrers have the same.

Don't just SELL SELL SELL. Try to keep sales posts to only one-in-four. Aim to educate, entertain, engage and involve your followers.

Use images. People remember things they read in an image far longer than simple text on a post. Use an online image creator such as Canva or Pablo to create eye catching social media imagery.

Never stop learning. Even social media experts continue to attend training on a regular basis. The algorithms that run Facebook, Instagram, LinkedIn and Twitter change daily – it's important to keep up when you can. This will help you understand how to best reach your followers.

Remember, with any marketing or communications initiative, you need to be up to date with legislation surrounding who you can market to, how, and what you can and can't say. To help steer your campaigns in the right direction before you seek advice, you may wish to visit the following sites and we then recommend gaining your own legal advice prior to conducting any marketing activity. For example, ASIC, OAIC, ACCC, ACMA