



If you're not sure where to start, that's okay. That's what SMILE media is here for.

1. CHOOSE YOUR NETWORKS

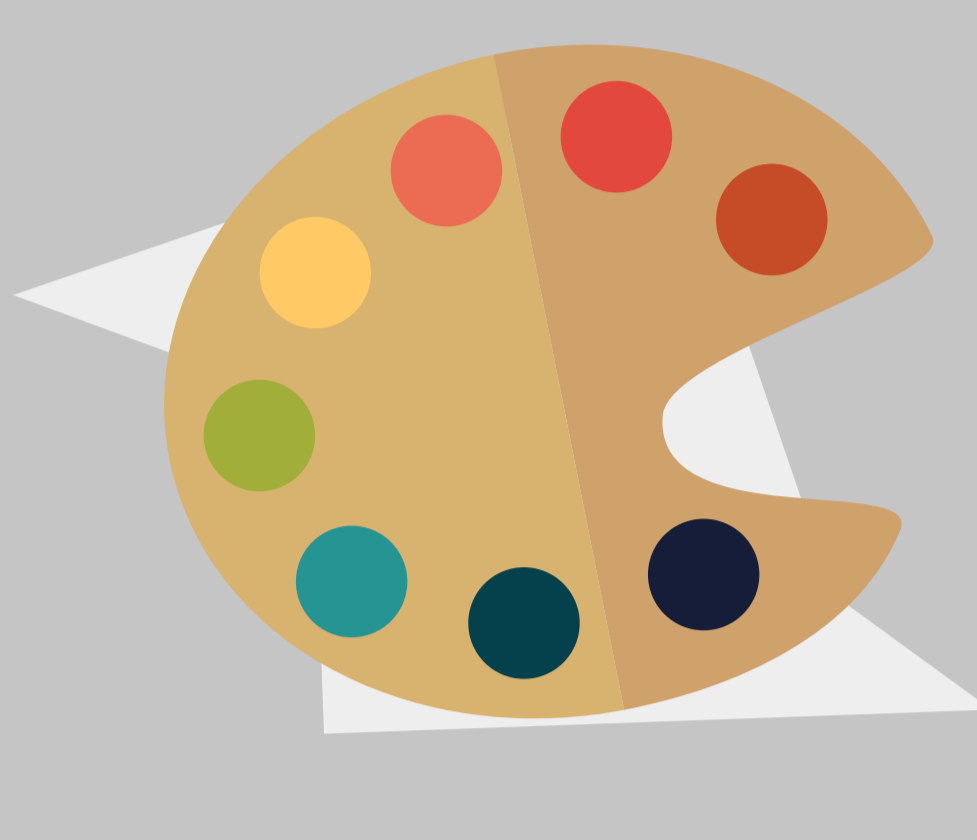


Despite what many businesses may think, you don't have to be on every single social media platform out there. In fact, you shouldn't even try. The more platforms you're on, the more resources you'll need to dedicate to maintaining them.

Unless you're a huge corporation with an unlimited budget to allocate for social media efforts, then you're setting yourself up for failure.

2. BRAND YOUR NETWORKS

Once you've decided what social networks you're going to commit to, it's time to brand them, just like your website and any other promotional materials or applications.



Customers who arrive on your social media networks should instantly recognize your brand identity. It's important to use your brand colors, logo, and any other brand identifiers to help your network match the look and feel of your website.

This will help create a seamless experience for visitors coming from your website.

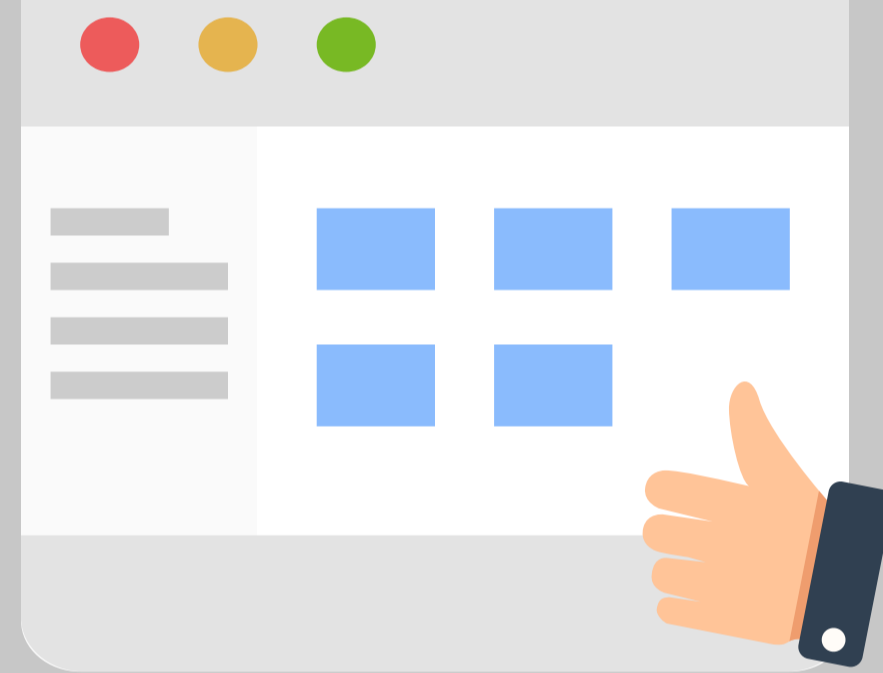
3. KNOW YOUR BRAND VOICE

Will your business be funny or inspirational? Educational or authoritative? Or, maybe you want to be a little bit of all of these things. However you decide to approach your social media networks, the important thing is to be consistent.



Establishing a brand voice and committing to it helps to build trust with your followers. Once you've defined your brand voice, you'll need to stick to it in every aspect of communication with followers, such as in replies, direct messages, call-to-actions, hashtags, and more.

4. CREATE NETWORK THEMES



Creating network themes gives your followers something to look forward to when they visit your networks.

Whether it's sharing inspirational quotes on Tuesdays or sharing photos of star employees on Wednesdays, people are prone to routine, and like knowing what to expect.

5. SLANG WORDS AREN'T YOUR FRIEND

Despite whatever urge you may have to use popular slang words in your social media content, it's not something your followers really dig. A word or phrase you might consider current may actually be far from it.

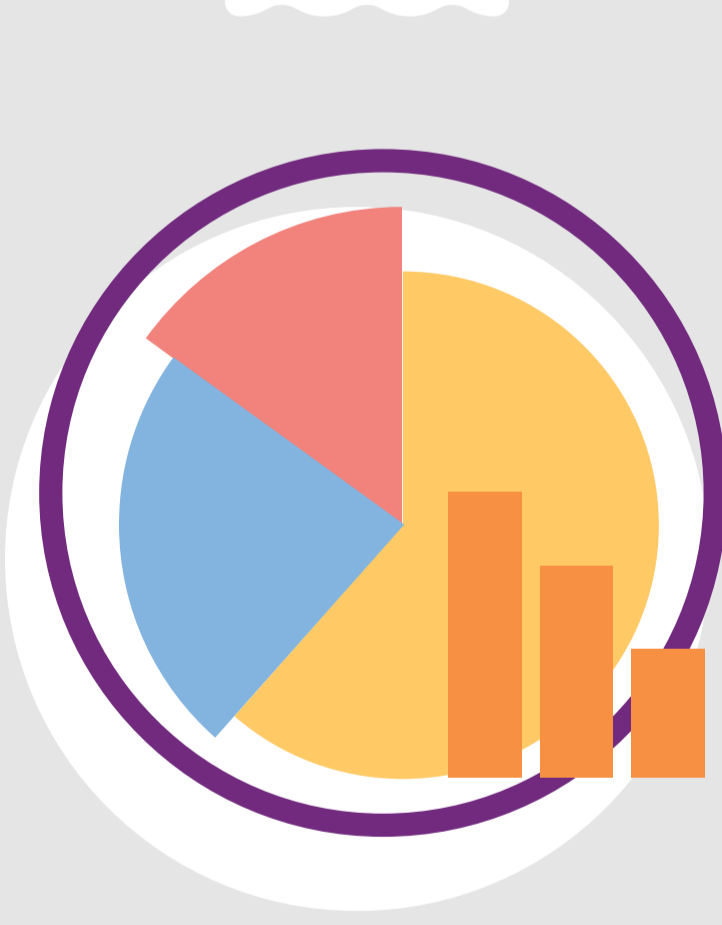


A 2017 Sprout Social report indicated that "38.4% of social media users said using slang or jargon was the most annoying action from a brand."

A significant number of study participants also said they'd unfollow a brand simply for using slang words on their social media networks. When in doubt, ditch the slang or jargon. Be true to your brand instead.

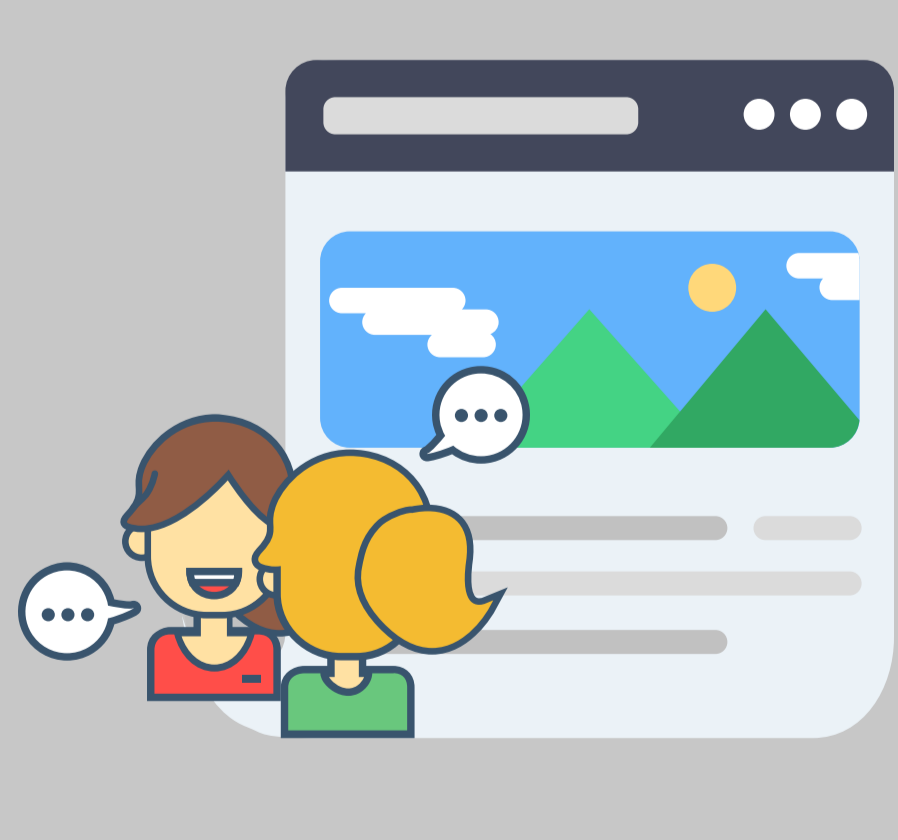
6. SEE WHAT COMPETITORS ARE DOING

We're not saying to literally copy what your competitors are doing on social media, but it's important to see what other businesses like yours are doing, and whether they're seeing success.



By analyzing competitor campaigns, you can better identify which of your ideas are more likely to be effective than others.

7. ENGAGE WITH FOLLOWERS



Aside from creating great content for your followers, you also need to interact and engage with them on a regular basis.

It's important to connect with your followers in a personal way that shows them you care about them as an individual, and also that you're human.

8. USE THE RIGHT TOOLS



When publishing content to social media, it can be difficult to know what to post when and on which platforms.

There are several social media management tools out there, like Hootsuite for example, that can help you to schedule your content in advance, and will even suggest optimal posting times by network.



Smile MEDIA

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