

# Get Your Message Heard in Social Media

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With an ever-increasing number of online platforms, businesses now have many choices when it comes to social media. However, these options provide the false impression that everything will fall into place so long as businesses engage. This is not the case. A social media existence must be purposeful, strategic and interconnected with the brand so the message is clear.

The following 3 key points can assist business in getting heard in a crowded environment.

## 1. Develop a Strategy

It is important to have a clear strategy around the goals you hope to achieve. This needs to occur from the beginning before engaging with the platforms. The strategy needs to combine other business and marketing goals to be part of the overall marketing and communication strategy.

## 2. Social Media is Measured Process

Social media is about building relationships, which takes time. It requires consistent posting always engaging and listening to what individuals are saying. Spending time having a two-way conversation is more productive in the long run. This two-way interaction causes many businesses to worry about negative feedback and this is a valid concern. However, most negative comments can be rectified and turned into positive results if they are dealt with promptly and correctly.

## 3. Make it Different

To stand out in social media there needs to be an element that is diverse. The usual things apply such as add value, have a clear purpose, complete your profile, show personality and so on. Through some experimentation, diversity can be achieved.

Try the following to begin with:

- Have a cleverly designed infographic

- Create funny stories or slogans
- Use motivational quotes
- Use vibrant colours, easy to understand language
- Use bold graphics, images, phrases, or titles

Once you have a concept to promote any number of tools can be utilised to make your message stand out. It is just a matter of experimenting and seeing what works. With people's short attention spans and constant bombardment of messages, what used to work may not have the same traction. Businesses need to connect on the level of those interacting with social media so experimenting with new ways will hopefully provide more opportunities to get your message you stand out.