

# How to Use Social Media... Successfully

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## Have a Clear Objective

What do you want to achieve? Think: branding, networking, exposure, building customer relationships.

## Create Consistent & Quality Content

What you post needs to be regular in terms of updates as well as consistent in the messages you portray. This will support you in terms of your objective/s.

## Focus on Content, Not Marketing

Social media isn't for marketing. It is for sharing information. If you create valuable content, other readers will promote it for you by sharing and posting on their sites.

## Build Rapport

Social media provides opportunities to interact and connect. Therefore, it is important to become involved in discussions, comment on blogs, state your opinion and invite feedback. As you do this, you build rapport, create trust and build relationships.

## Customer Comes First

The customer is the most important aspect. This is the person you want to attract so it is important to consider who they are and what they want. You want to impress the customer as ultimately they will be buying your product or using your service.

## Be a Valuable Resource

Social media isn't for promotion. It is for 'social' purposes. Therefore, it is important that you don't self promote yourself too much with links and requests. People will eventually filter you out. The aim is to become a valuable resource to your target market by providing information, tips and offers that are relevant and useful to them.

## Use Social Networks

There is no point having social media sites if you don't use them. In order to maximise the benefits, you must use your social networks for 'networking'. Follow, connect, comment on or link to. People will notice you if you do it consistently and will eventually link you. Relationships will form hopefully being mutually beneficial.