

Social Media Success in 5 Steps

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Social media is about communicating, connecting and building relationships. For business, it is another tool in the marketing kit to communicate with clients and partners. Not engaging in this space means missing out on opportunities to explore an exciting environment. For SMEs, social media can be overwhelming as although it is free to use it requires time, effort as well as strategic thinking and planning to obtain results.

The following 5 steps provide a straightforward approach to social media that can enhance your business value over a period of time.

1. Plan: without set goals to provide a focus and manage expectations your social media experience will not achieve much. Have a social media strategy as part of overall marketing and business objectives. This focused approach will be more targeted and long-term development can occur.

2. Content: In order to get noticed by your target audience, interesting and informative content is needed so that your message can be heard. As there are literally billions of pieces of information on the Internet producing quality content is essential. Share news, opinions and articles relevant to your industry and provide different formats of content including text, clips, and graphics.

3. Consistency: Posting on a weekly or even daily basis (depending on the platform) is a good way to see opportunities come your way. People can get to know you and your brand. A publishing schedule will support regular action.

4. Commitment: Before commencing to engage in social media make a commitment to persist for the long term. Results will not be immediate so when the outcome is not there, it takes effort to keep participating.

5. Listen: once you are engaging on social media, take the time to genuinely listen to what is being said by your audience. Understand what their needs and wants are so that you are able to respond appropriately.

Social media is a long-term process. Having an open mindset and a commitment to stick with a plan will allow flexibility particularly when results are not forthcoming. Keep working towards the goals by being active, consistent and engaging. This will eventually produce the results of connecting with the individuals and creating a community of sharing and problem solving.