

**BE STRATEGIC,
BE INTENTIONAL,
BE SUCCESSFUL**

A Business & Marketing Guide for Small Businesses,
Nonprofits and Entrepreneurs or
Anyone Who LOVES Marketing

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CHAPTER 13

SOCIAL MEDIA

Social media has taken the world by storm. As we saw in the “*Places To Find You*” section, many people are spending a lot of their time on social media. Additionally, they have many choices as to which social media sites to be on. Each site has a purpose and a market it draws, as well as a certain way to share your information. With so many choices, it’s important to go back to your foundation and choose sites that are in line with your target audience and that play into your strengths.

It’s also important to start small. Posting and being engaged on social media takes time. So learn the ins and outs of one site and become active in it BEFORE jumping to another. If you’re ambitious and have a little more time, then learn two at once. The key, though, is that once you set up a social media account for your business you need to regularly share information on it and regularly engage on it. That means that you are looking at what others are doing there and responding so that people know you were there. The main purpose of social media is to be social. So, if you have a page on a site and no one ever sees you, are you really accomplishing anything? Another goal is to provide credibility and set yourself up as an expert in your field. This goes back to the trust factor we’ve discussed. People come to trust you by seeing you act consistently. That means sharing information with a consistent message and doing it with a consistent time frame. By having a calendar for your social media posts, you can ensure that what you plan to post is strategic and reinforces your key messages. You can also be sure that you have the proper balance of engagement, education and promotion.

When I’m out speaking, I love to equate social media to conversations you have with people in-person. In-person, you wouldn’t go up to someone and just say something random. You also wouldn’t invite someone to the same thing multiple times. Your social media interactions should be the same. You shouldn’t post repeatedly about things you want from people, especially without there being the give-and-take that you’d have in a personal conversation.

When I work with clients in my *Magnify Your Marketing* program to create their Business/Marketing Plan, we look at the their foundation and then decide where it’s best for them to appear on social media. A person who is wordy, for instance, may not want to tackle Twitter as their first social media experience since each tweet is limited in

characters. Likewise, a person who struggles to function with technology may not be the right person to start making videos regularly.

One last thing to think about in regarding social media is that it takes time to use and the results take time to see. It does NOT provide quick, immediate fixes like many people expect. As we discussed in the support team section, there are only so many hours in the day. Is spending them on social media the best place for your limited time to be spent? Is it your genius zone? For me, it's not. It's important to be seen on social media so that I can be a resource and maintain my credibility. However, it's more important for me to spend my limited time on developing resources for my clients and spending time with them. With that in mind, I budget for a social media expert to take care of my social media sites for me. I spend time helping create the plan, the person I hired executes the plan and I check everything prior to it going live. This system and process I've developed not only keeps me working in my genius zone, it increases my revenue because it expands my reach on social media and my time in my genius zone. It's definitely a win-win for all!

