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## Tips for social media success

Social media is a powerful way to connect brands and businesses with customers, prospects, media, employees, and the general public.

If done well, you have the opportunity to create a community of online fans who have the potential to become brand evangelists.

### Here are six tips to ensure your social media strategy is on target:

#### 1. Make sure you're on the right social media platforms.

Social media can feel like a buffet of enticing options. However, you must be where your audience is. Here's a quick overview of the top demographics for each platform:



### facebook

Audience:  
**75% female | 63% male**

Most popular among:  
**30 - 64 year-olds**

Average income:  
**\$74K+**



### Instagram

Audience:  
**43% female | 31% male**

Most popular among:  
**13 - 29 year-olds**

Average income:  
**\$30K+**

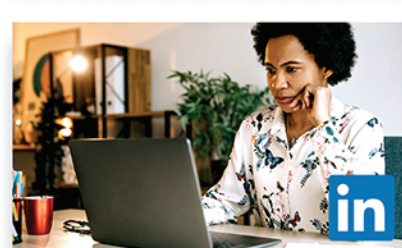


### twitter

Audience:  
**24% female | 21% male**

Most popular among:  
**18 - 30 year-olds**

Average income:  
**\$30K+**



### LinkedIn

Audience:  
**24% female | 29% male**

Most popular among:  
**30 - 49 year-olds**

Average income:  
**\$75K+**

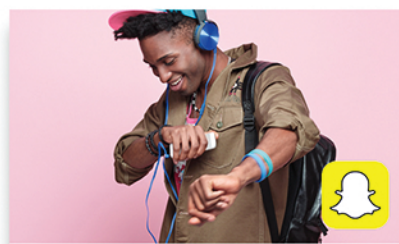


### Pinterest

Audience:  
**42% female | 15% male**

Most popular among:  
**30 - 64 year-olds**

Average income:  
**\$75K+**

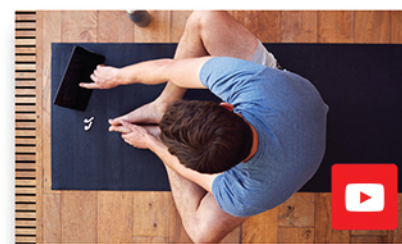


### Snapchat

Audience:  
**24% female | 24% male**

Most popular among:  
**13 - 29 year-olds**

Average income:  
**\$30K+**



### YouTube

Audience:  
**24% female | 29% male**

Most popular among:  
**30 - 49 year-olds**

Average income:  
**\$75K+**

#### 2. Start slow and steady.

It's no doubt exciting to launch your brand/business into the social sphere. However, don't bite off more than you can chew. Pick the top one or two channels that make the most sense for your audience and get those running like a well-oiled machine before you add others. And just because there are lots of platforms to choose from, does not mean you have to be everywhere. Many entrepreneurs and small businesses focus on one to three social platforms. Remember, social media marketing should not become your full time job.

#### 4. Establish your social presence.

You've worked hard to build a stand-out brand, right? Make sure you are staying true to your brand standards—tone of voice, messaging, and visual content. Additionally, make sure you are following the relevant thought leaders, media contacts, media outlets and competitors in your industry.

#### 3. Develop your content strategy.

Ensure you are posting consistent, creative and relevant content for your audience. No one likes the person at the party who is talking all about themselves and won't let others join the conversation. The beauty of social media is that it's all about creating relationships and interactions between you and your followers. To start, divide content into four categories: self-promotion, news your followers can use, live video content, and shareable quotes/memes or polls.

#### 5. Make a content calendar.

Block time off on your calendar to plan out your content for the next week. But, make sure you are nimble enough to switch things around if need be. Also, general rules of thumb are posting no more than 2 - 3X per day on Facebook and LinkedIn. Twitter, Snapchat and Instagram allow for more posts per day, but don't inundate your audience or they will tune you out.

#### 6. Make sure you're posting regularly and checking your insights.

Once you've launched your brand or business on social, you've made a commitment. In order to gain followers and fans and build a community, you must be posting regularly on your channels—at least three times per week. Also, each platform has the ability to monitor insights, so ensure that you are paying close attention to what posts are performing the best in terms of likes, shares, comments and overall engagement. This will help you to assess quantitative performance and optimize your content toward that which is performing the best.