

25 Social Media Tips

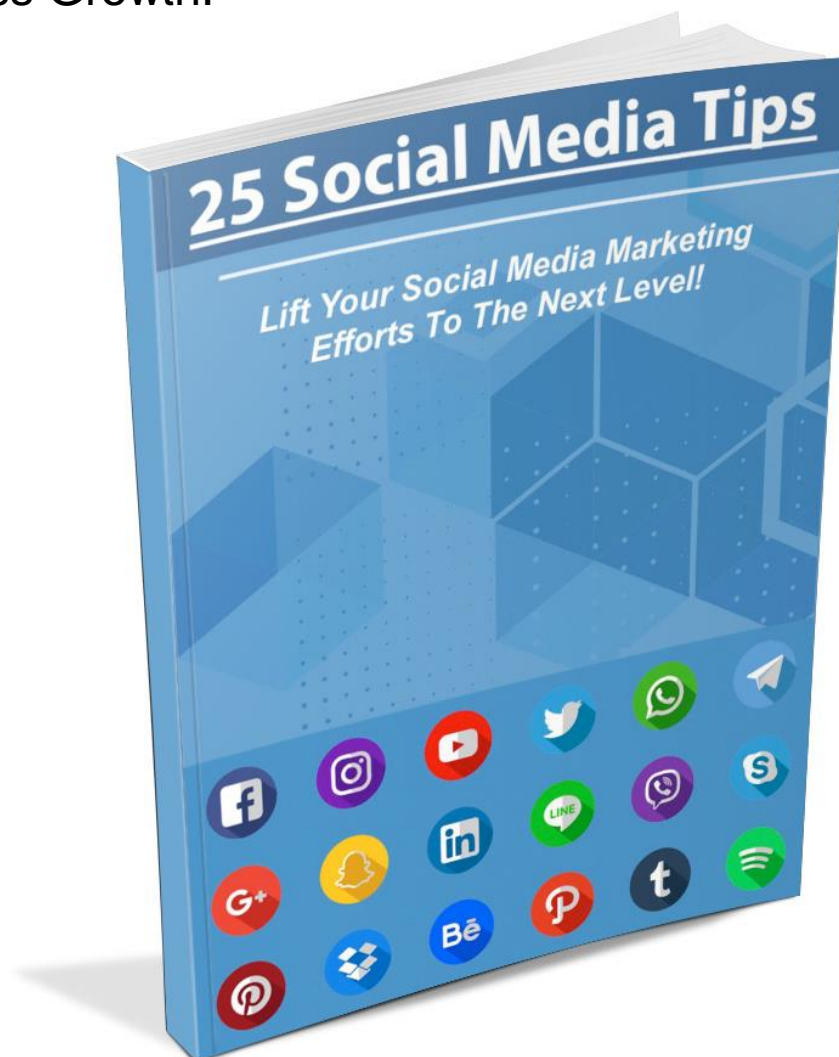
*Lift Your Social Media Marketing Efforts
To The Next Level!*



About This eBook

Using Social Media is the easy part. All we need to do is log in, “Like” something, post something, or share something. While the action is the easy part, the ability to find the most effective actions that can lead to business growth is always the challenge.

To help address this challenge, we present our annual list of 25 Social Media Tips & Tactics to Ignite Your Small Business Growth.



Tactic #1: *Personalize Invitations*

The extra 30 seconds you take to personalize a LinkedIn invitation can be the difference between starting a business relationship and simply being another forgotten number in a large list of connections.

Let the person know why you want to connect with them and if you've had any interaction with them in the past.



Dear Mark,

It was great speaking to you at the ESRI User Conference in San Diego last month. The mapping and charting work you do for airports sounded fascinating! I'd definitely like to stay up-to-date on your career.

Thank you,

Lindsey



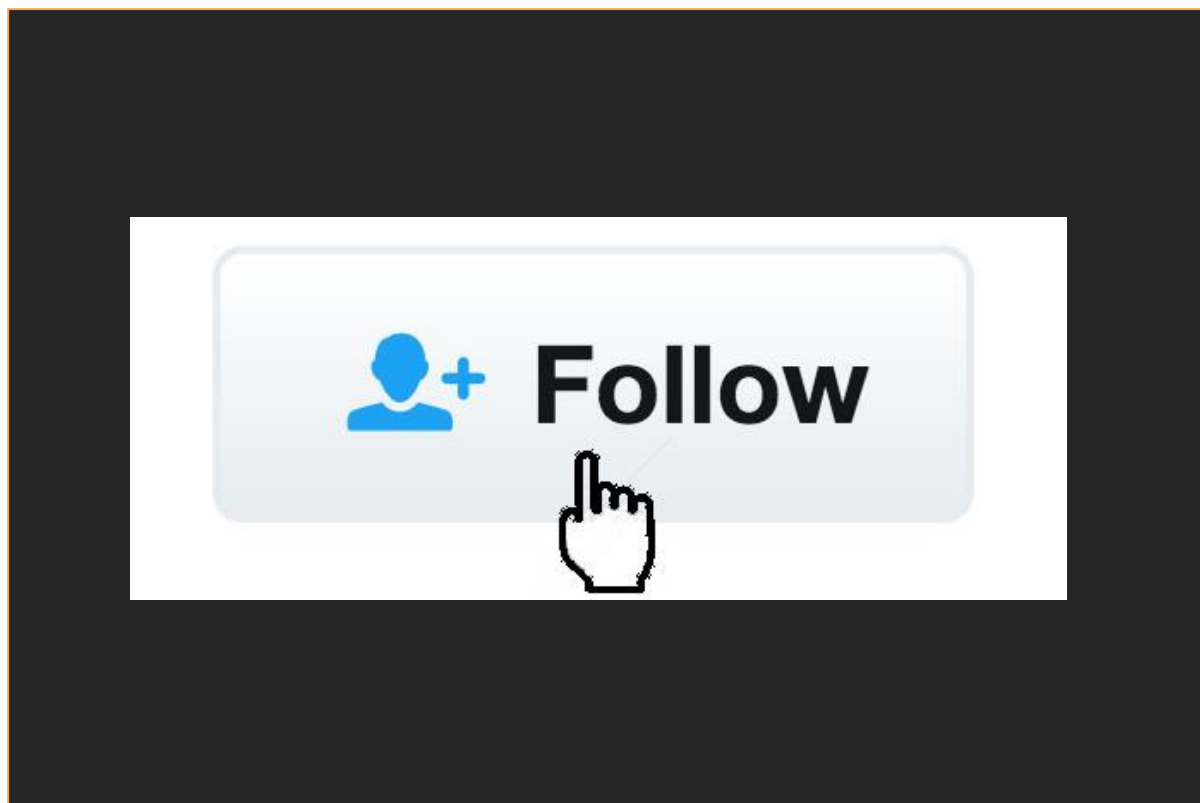
Credit: USA TODAY [10 Templates That'll Make People Want To Accept Your LinkedIn Invitations](#)



Tactic #2: *Follow People Who Follow Your Competitors*

Here's a great tip to get more Twitter followers that are already interested in your subject matter.

Simply follow your competitors' followers! This group of Twitter users is the ideal place to recruit new followers for your business. Since they already have an interest, they'll be interested in you too!

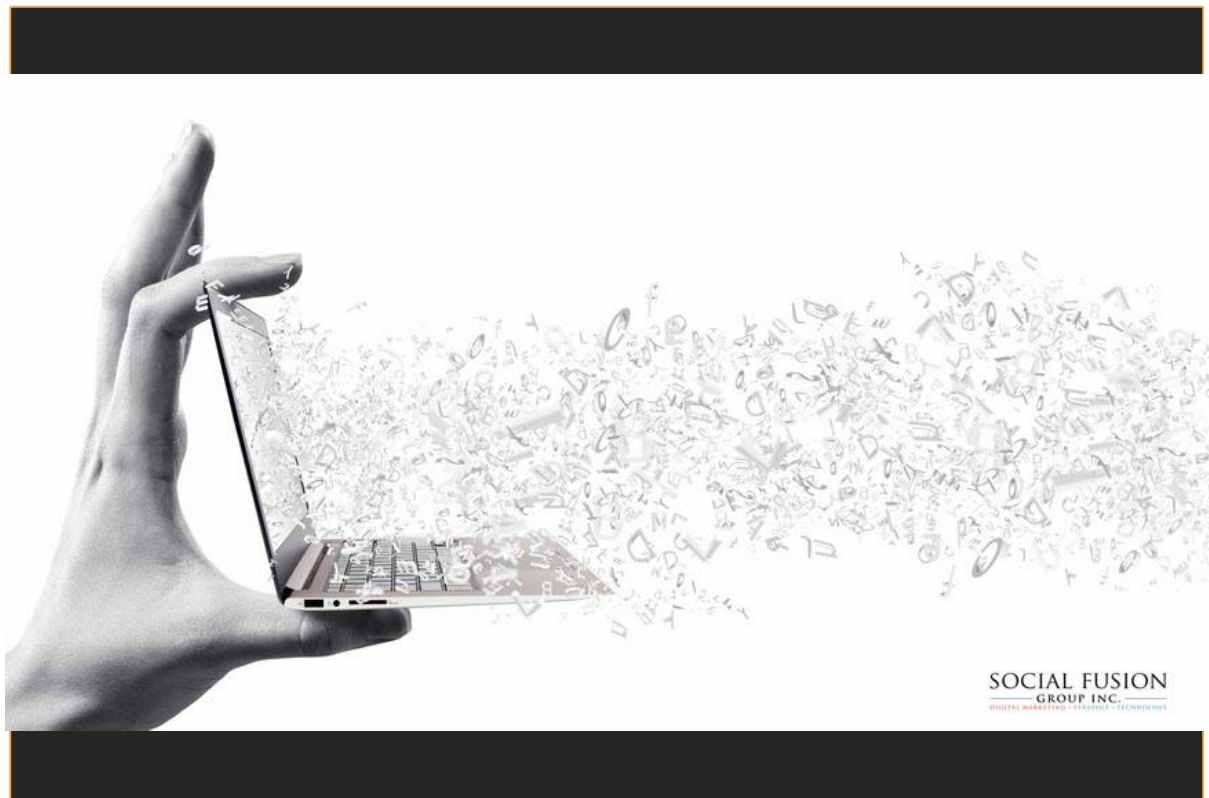


Tactic #3: Share Great Content

This sounds like a no-brainer, but not everyone does it.

You probably read a lot about your industry. Share it! Thought leadership is created by providing the insight and expertise your audience is seeking.

Providing curated content via a tweet, retweet, share, or simple post is a very simple way to keep you top of mind providing the insight your audience is seeking.

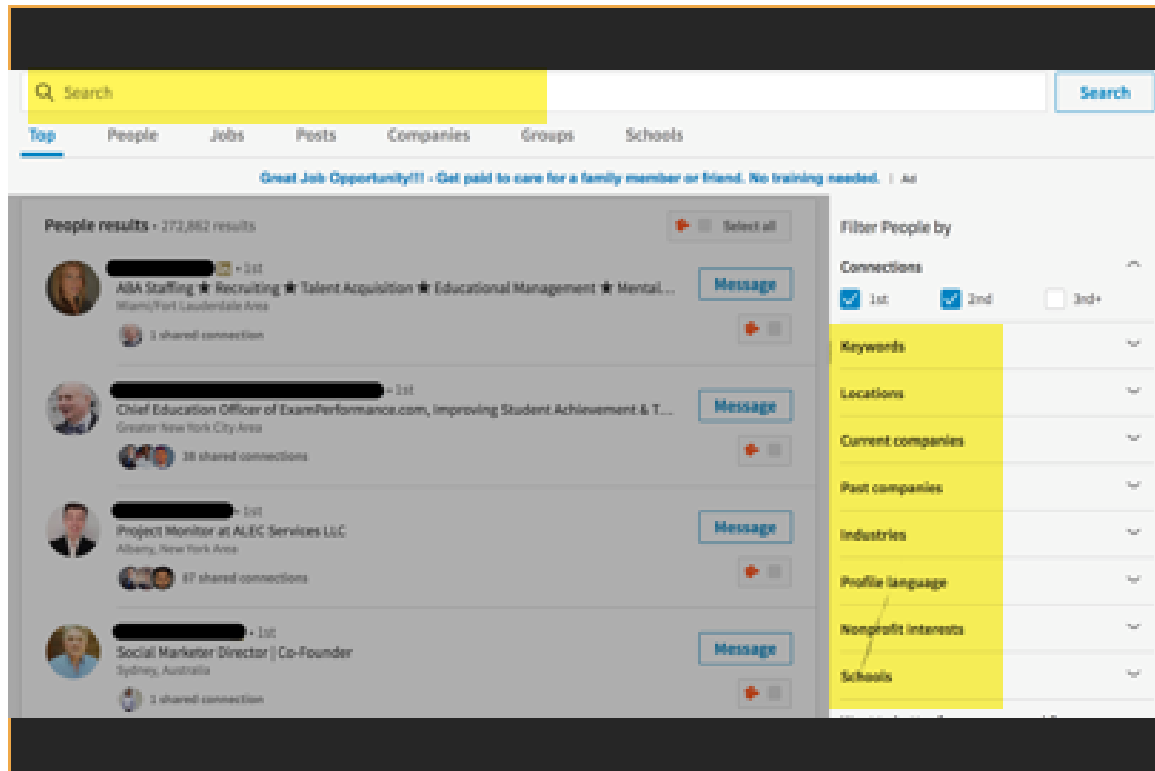


Tactic #4. Search For Prospects

Continuing the focus on your target audience... your goal with using social media is to find and communicate with these folks where they interact.

Find your target audience of prospects on LinkedIn by doing an advanced search using the keywords they are likely to be using.

There are several categories you can select from to be sure you find exactly who you're looking for



Credit: [LinkedIn](#)

Tactic #5. *Use Twitter Lists*

Quick tactic that enables you to stay on top of what your followers, your competitors and your industry's leaders are communicating without investing much time...

If you're not using Twitter's list function, it's time to start. These "lists" are a great way to segment, target and prioritize the communications from key folks you interact with every day. Consider it like a "filter" capturing what you need to know from the people you need to know it from.



Credit: [Twitter](#)



Tactic #6: *Don't Neglect Your*

The more engaging your profile is, the more likely you'll get new customer interest.

Include a link to your company website and your telephone number if you want calls. A good headshot of yourself is important. Use the same one across all social media sites for consistency, and keep it current. Sites like Twitter have uniquely shaped photo headers and posts so be sure to plan ahead so cropping won't be awkward.



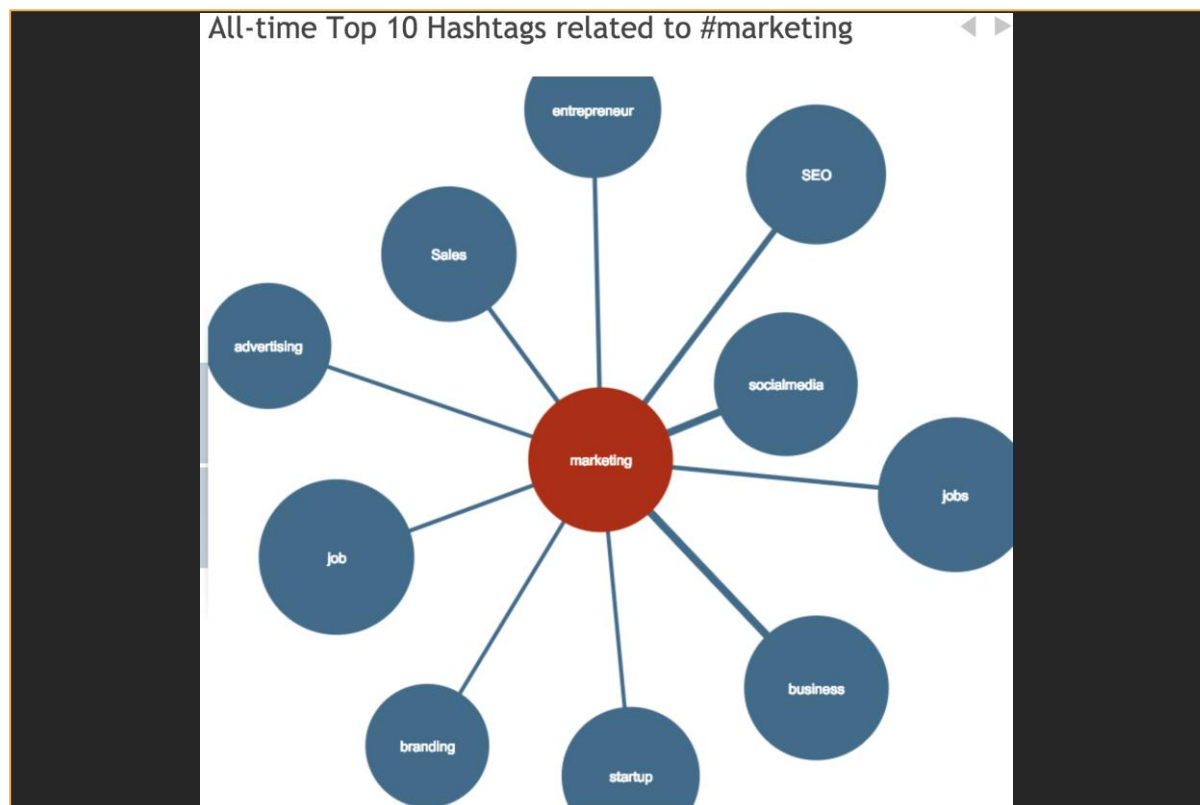
Credit: [Twitter](#)



Tactic #7: *How Many Hashtags Is Too Many?*

#Too #many #hashtags #weakens #the #experience.

The purpose of the hashtag is to index the comment, not become the comment. Our suggestion is this – make sure you use at least one where appropriate and generally no more than three.



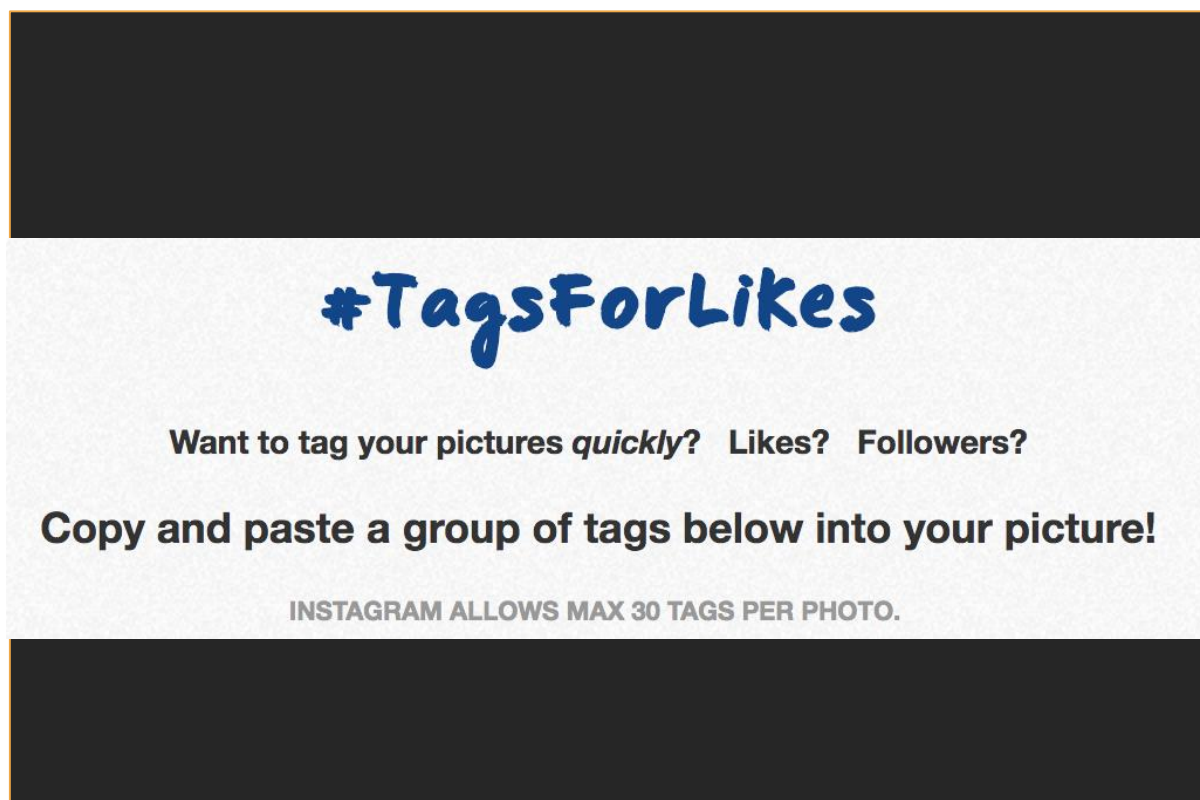
Credit: [Hashtagify](#)



Tactic #8: *Use Hashtags On Instagram*

*Here's the **exception** to the previous tactic. More hashtags drive more views on Instagram.*

To maximize your use of Instagram, be sure to use appropriate hashtags. This encourages others to like, tag their friends, and to encourage new followers. The appropriate place for hashtags is within your first comment of an Instagram image not in the image description.



Credit: [TagForLikes](https://tagforlikes.com/)

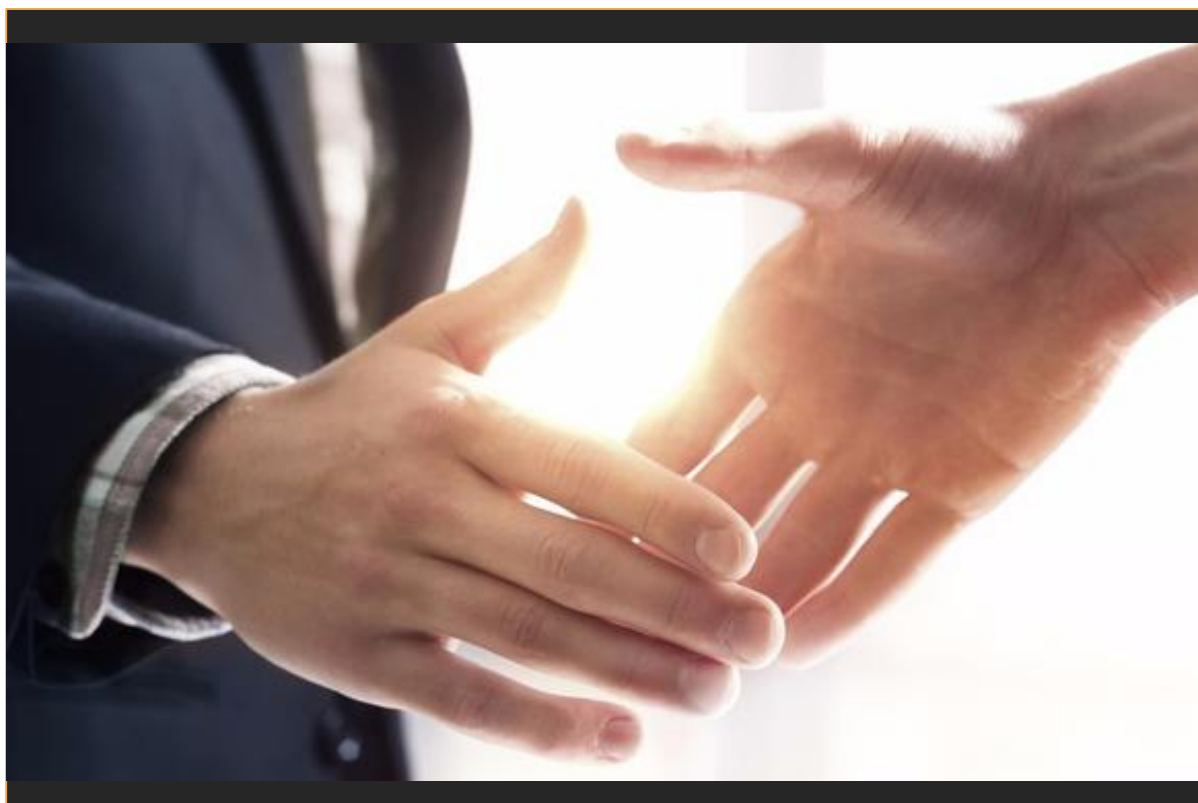


Tactic #9: *Finding a New Connection*

With over 1 billion people on social media, the key people you want to meet are there. The challenge is how to meet them.

If you are LinkedIn, any of your “Level 1” connections can introduce you to someone they are connected to.

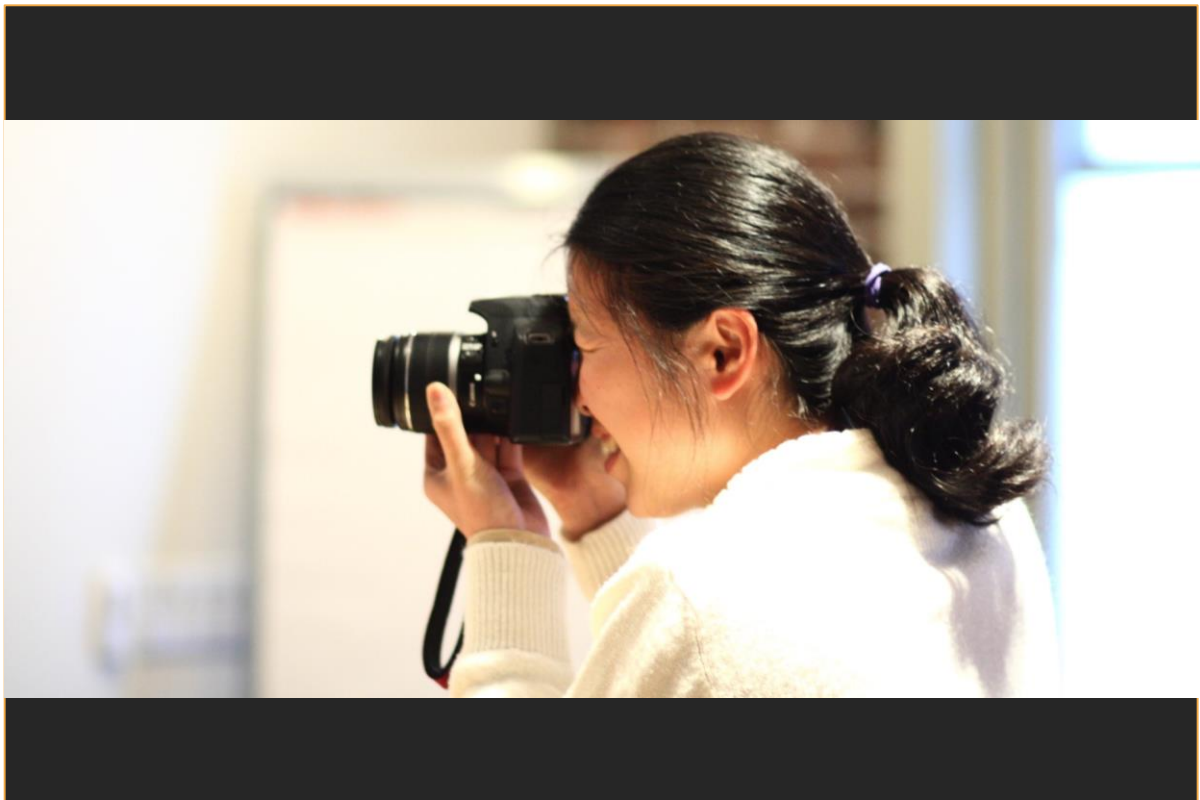
Provided you have an on-going relationship with your level 1 connection, people are usually happy to help with an introduction.



Tactic #10: *Photography Tip*

Sites like Instagram are predominantly images, so the better your photography, the more popular it will be.

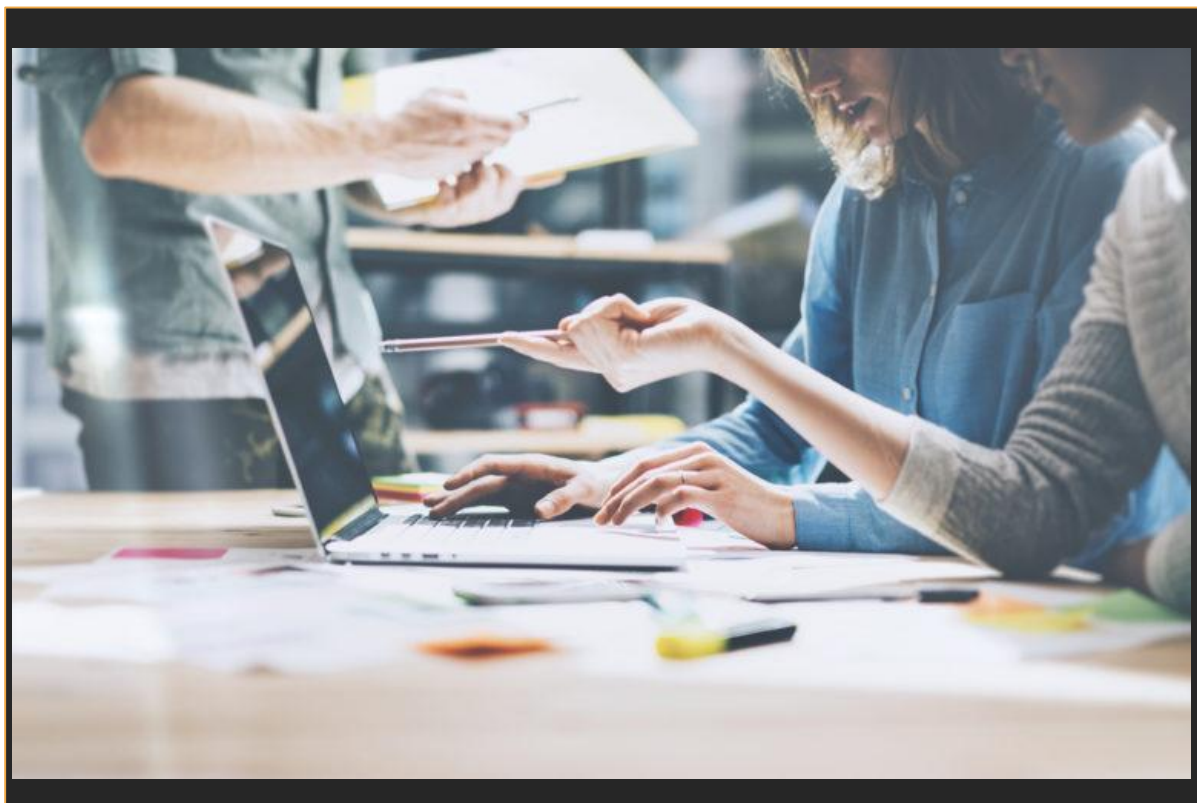
Before you shoot, consider composition, color, and lighting. Spend time exploring the lighting, cropping and other editing features of smart phones and digital cameras. The perfect shot need not be wasted because of poor lighting.



Tactic #11: *B2B Benefit From Images Too*

Visuals are important for B2B companies too.

Photography heavy social media sites like Pinterest and Instagram, aren't just for consumer brands and celebrities. This tactic is especially useful for showing interesting behind-the-scenes shots and cutting-edge technology.



Tactic #12: *Don't Be "Salesy"*

Write your messages like you would write to a friend.

Create posts that educate and inform your audience about topics that are important to them rather than taking a hard sell approach. Always use images to get your posts the most shares and likes.

By the way, Facebook has become strict about posts deemed to be too commercial.



Tactic #13: *Stand Out with Video*

Add a personal video to your LinkedIn profile to make yourself stand out. Other multimedia can be used in your profile so your target audience can more easily see your expertise. Consider product, personnel, or promotional videos that explain your company's offerings.



Tactic #14: *Tag Pages & People When Appropriate*

A great tactic to encourage sharing of your content is by tagging appropriate people.

For example, when sharing a piece of content that you think is appropriate for your Friends and Followers, make sure you tag the person who created it. They'll likely thank you for it, share your post, and that gets your posts seen by their audience too!



Credit: [Twitter](#)



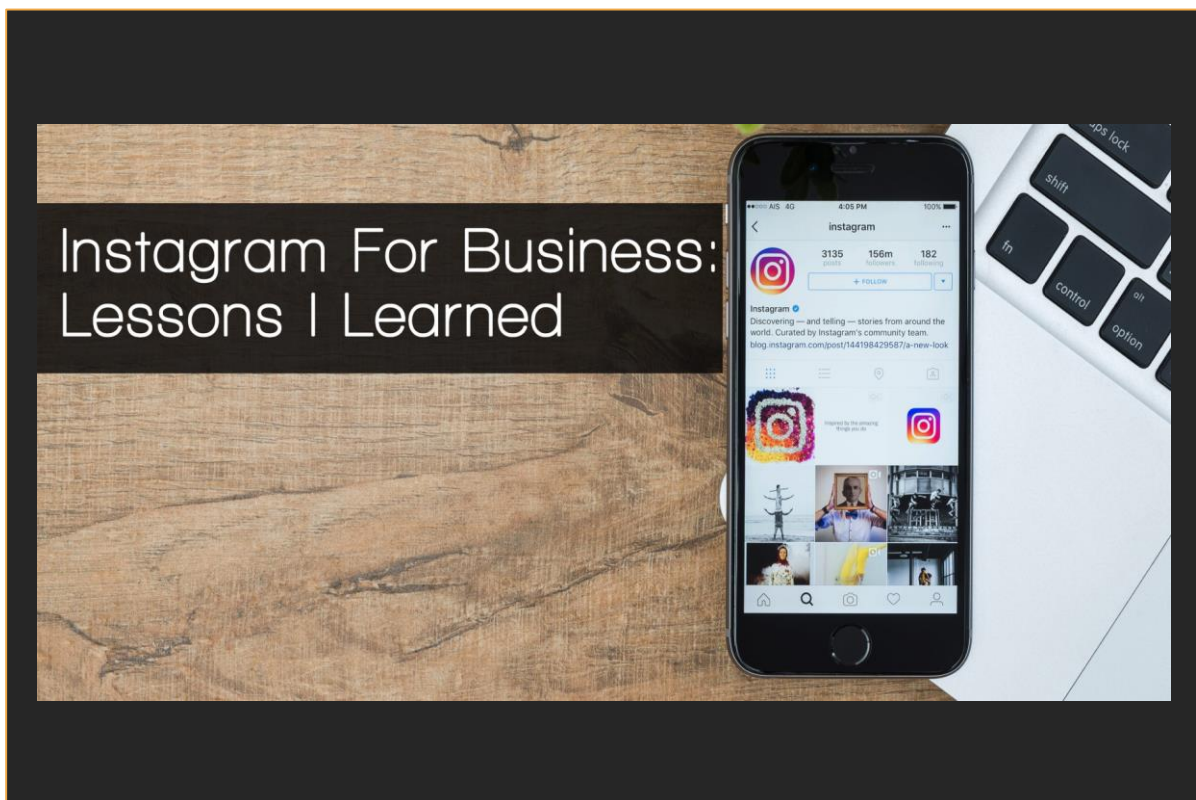
Tactic #15: Tell Stories

People love stories and social is abound with them.

Companies build clientele by earning the trust of our audiences. Include the best information to satisfy their needs, wants and interests.

A good example is business influencer John Rampton and his Twitter and Facebook fan pages. Both tools drive 50-200 people a day to his personal website site which is mostly curated content. That site in turn drives 10-45 people a day to his company site.

Don't sell, teach. We tend to do business with those we trust!



Tactic #16: *Provide Timely*

Social fans, followers and connections are loyal fans that spend lots of time on these sites. Businesses need to monitor all the social media sites they maintain a presence on to provide timely responses to these audiences.

Don't just post it and forget it. People may have questions that need timely answers or they may post a negative comment requiring an immediate solution.

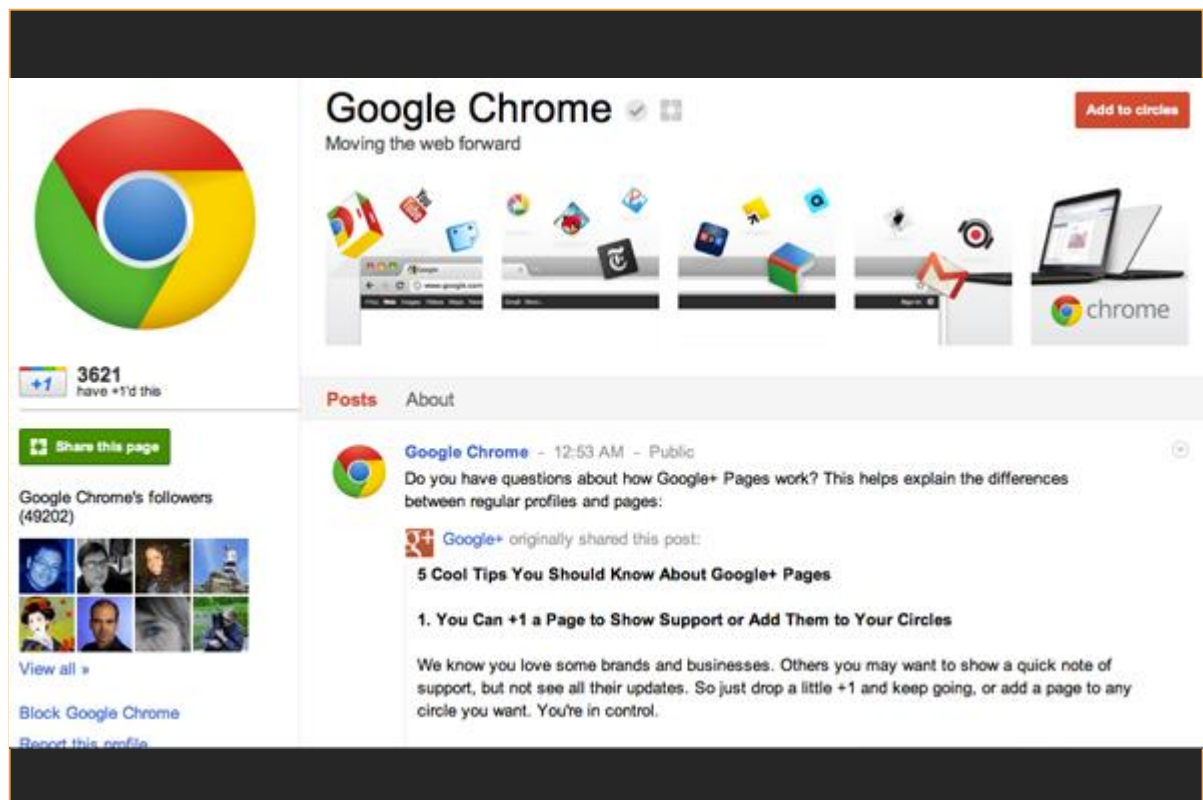


Credit: [Twitter](#)



Tactic #17: Maximize Your Google+ Post

Google+ is like a keyword-fest! The best thing about it is that it's owned by Google. Use lots of different but relevant keywords as you create posts for Google+ so that it can be found by this search engine giant. The general rule is one keyword to every 200 words.



Credit: [Google+: 13 Cool Examples By Brands](#)



Tactic #18: Create A Contest

Social media users love to enter contests and share the information with their friends. Consider creating a contest to give something away that won't break the bank but that has high value to the audience. The opt ins are a great way to build your contact list too! Here's a great gamification site that's fun, easy to use and offers great tech support: gleam.io



Credit: [Social Media Contest Examples](#)



Tactic #19: Start a Q&A

People always have questions as they get to know a new business. Invite your audience to ask questions by starting a Q & A post, column or a Q & A series of different topics. Be sure to assign a knowledgeable person to monitor this on a regular basis.

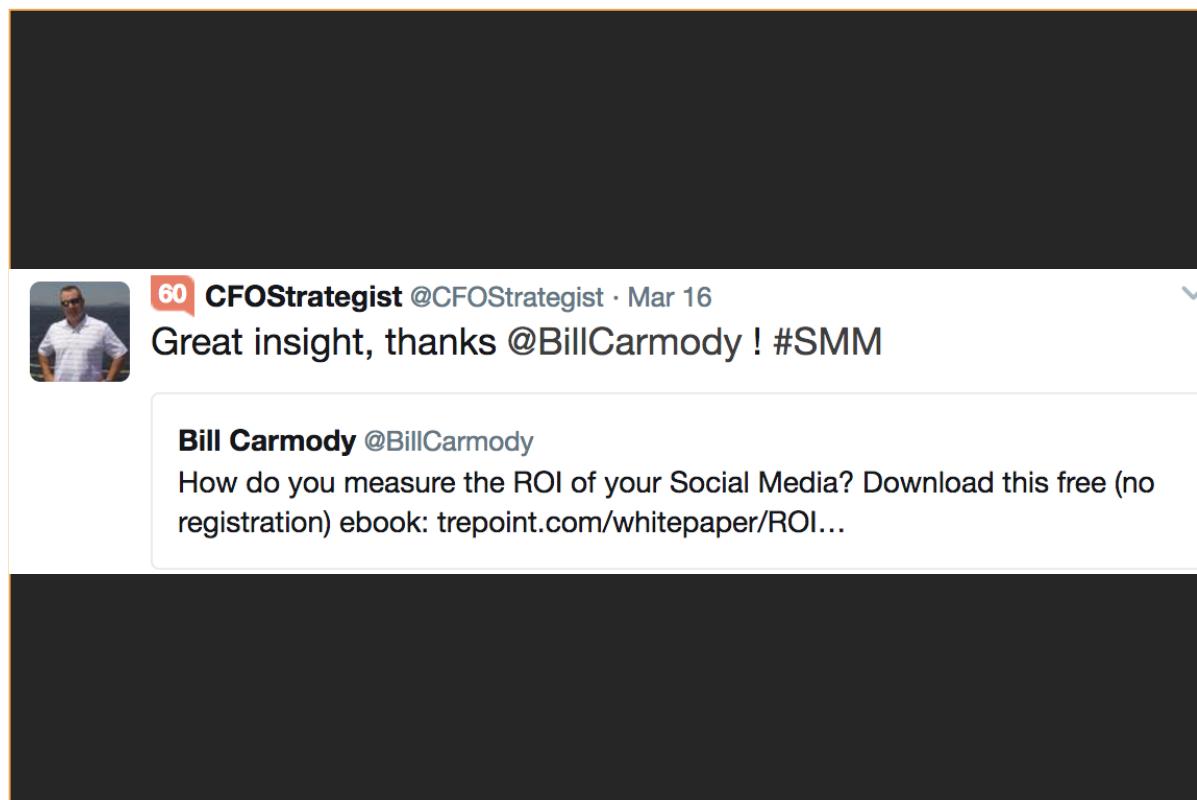


Credit: [Twitter](#)



Tactic #20: Add Hyperlinks

Include links to other relevant content in your posts to give people additional information and to increase SEO, search engine optimization. As the authority on your subject, you know of other website content that can offer valuable insight for people.



Credit: [Twitter](#)



Tactic #21: Use CTA

Embed a call-to-action button in your posts to get users to click on. Take them to a landing page that you've created to offer more insight, and encourage them to call or enter their email address in exchange for something they need. This way, you'll have new leads to follow up with and nurture through email marketing.



Credit: [Twitter](#)

Tactic #22: Use Hashtags To Track Conversations

Hashtags, written as #Hashtags, make it easy to follow conversations surrounding a promotion. Use the #hashtag within your copy when using a word you want to track. That makes it a searchable term so you can follow conversations using it. For example #YourCompanyName, #YourProductName. Use whatever is relevant, trending, and popular.



Credit: [Twitter](#)

Tactic #23: Hashtags Aren't #PointsOfEmphasis. They Have Real Value!

We know that it is popular to use a hashtag to emphasize a point, but the value in the hashtag is it provides an index to something. Thus, it can be a driver of traffic, an aggregator of information or a reinforcement of your brand. Use it wisely. Here is a good hashtag tool which offers solid insight, www.Hashtagify.me.


Hashtag	Popularity	Correlation	Weekly Trend	Monthly Trend
#socialmedia	81.8	100%	0.0	-0.4
#marketing	82.5	11.5%	+0.2	-0.1
#SMM	72.1	5.2%	-0.6	-0.8
#Twitter	79.7	3.8%	+0.6	-0.1
#SEO	79.2	3.8%	+0.4	-0.7
#business	82.4	3.6%	-1.1	-0.3
#Facebook	78.8	3.5%	+0.3	-0.6
#digitalmarketing	69.5	2.8%	+0.3	+0.2
#srudukfollow	62.9	2.7%	+3.6	-1.2
#news	90.7	2.6%	0.0	-0.7
#SocialMediaMarketing	66.6	2.4%	+0.7	-1.3

Credit: Hashtagify



Tactic 24: *Don't Be A Social Media Bandit!*

Avoid the urge to post and run! Always add insight when sharing an article. This lets your personality and professional advice shine through.


RazorSocial
 22 hrs · 🌐

Content amplification is a powerful method to reach a wider audience and multiply your links by hundreds. Or so it should be, if used effectively. - [CognitiveSEO](#)



12 Unique Content Amplification Techniques That Earn 327% More Links

Check out these 12 unique techniques that will help you amplify your content & earn links.

[COGNITIVESEO.COM](#)

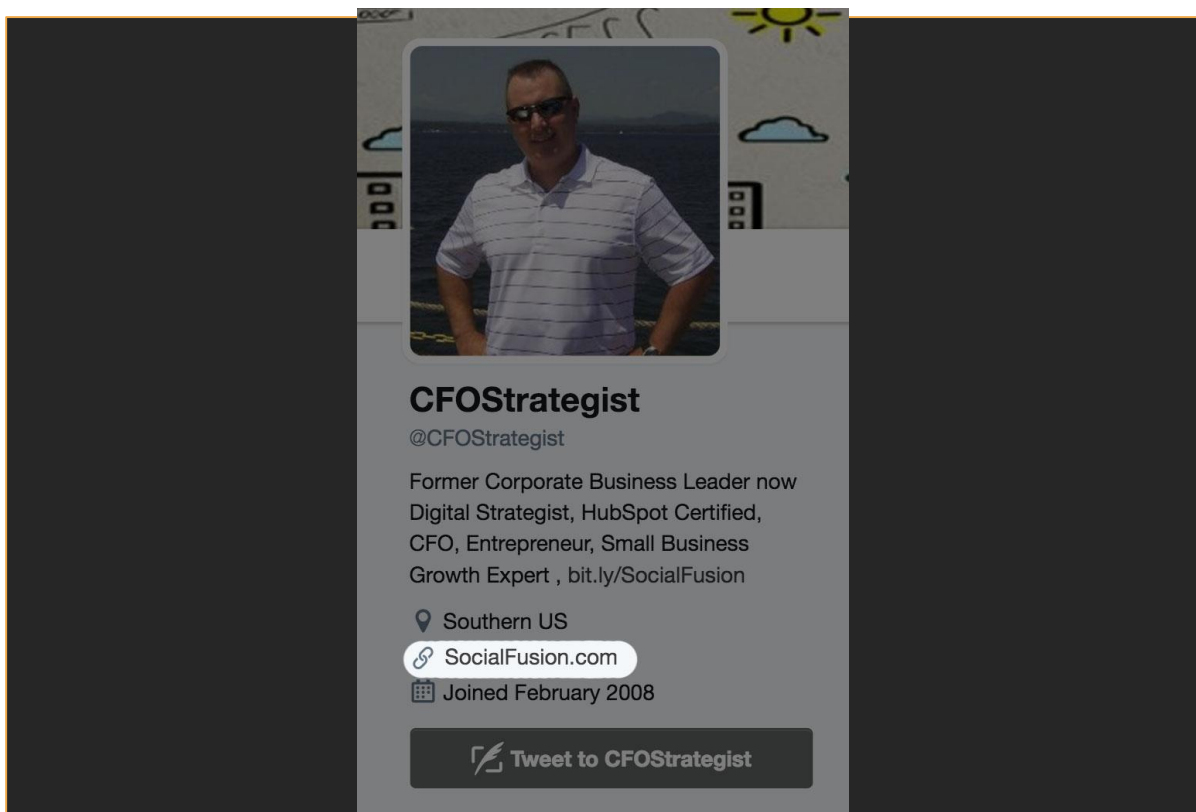
Tactic #25: *Posting Frequency Impacts Site Traffic*

Intuitively you might think the more you post, the more traffic you can generate. Actually, this may not be true. On Twitter – post a minimum of 3 and a max of about 6 – 8. Don't post at the same time, space them out. On LinkedIn, you should post about once per day. Your posts should add value to your audience and should be engaging for them.



Bonus Tactic 1: *Always Link Back To Your Website*

Many social media sites are great tools to boosting backlinks to your website. They also lead your customers to your website. Be sure to link back to your website and other relevant pages with your text and images. This is an important step that many small businesses often overlook.

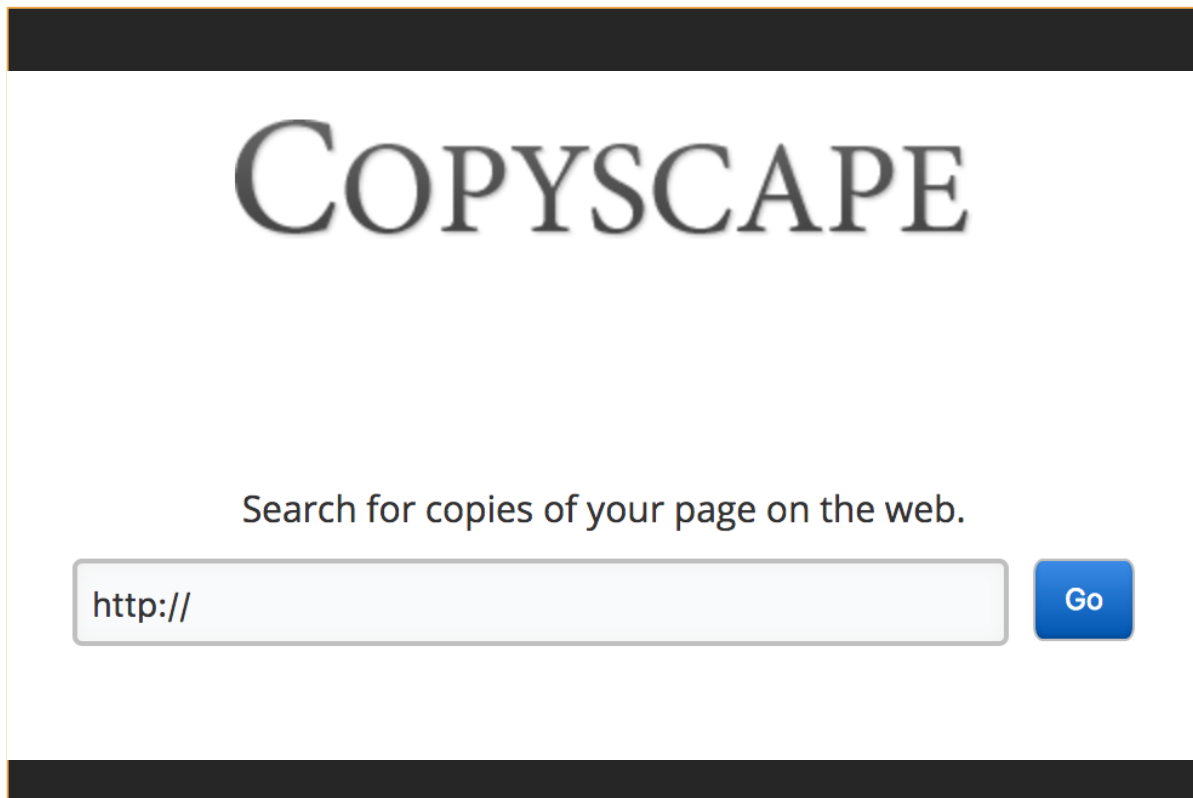


Credit: [Twitter](#)



Bonus Tactic 2: *Avoid Duplicate Content*

Don't post the exact same content on your website and on other sites. Google may not be able to decipher which is the original content, causing your content and website to get black-listed. Check <http://copyscape.com> if in doubt.

The image shows the Copyscape website interface. At the top, the word "COPYSCAPE" is displayed in a large, serif font. Below it, the text "Search for copies of your page on the web." is centered. Underneath this text is a search input field containing the text "http://". To the right of the input field is a blue button with the word "Go" in white text. The entire interface is framed by a thin black border.

Credit: [Copyscape](http://copyscape.com)



About Us

The Social Fusion Group

For more than 25 years, Chris Muccio has successfully lead teams, projects and functions across 28 countries on five continents and is well versed on the requirements of business success. He has the unique ability to understand complex business challenges and turn them into manageable plans that help small businesses achieve success.

Back in 2008, Chris co-wrote 42 Rules For 24-Hour Success on LinkedIn, one of the very first books on LinkedIn which became an Amazon best seller. He's been named one of the Top 40 Digital Marketing Strategists by Online Marketing Institute, and he's of the Top 100 Small Business Experts to follow on Twitter.

The Social Fusion Group looks forward to learning your business goals and how we can help you achieve them. Contact us at 561-237-8001 or visit us at www.socialfusion.com.

