

Social Media  
Best Practices  
for Entrepreneurs

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# The Dominance of Social Media

Pew Research Center survey\* conducted in September 2014

- 52% of online adults use 2+ social media sites
  - An increase from 42% in 2013
- Internet users with college educations using LinkedIn reached 50% (for the 1<sup>st</sup> time)
- 70% of Facebook users use Facebook daily
  - 45% - several times a day



\* <http://www.pewinternet.org/2015/01/09/social-media-update-2014/>

# Social Media & Businesses



- Social media has a 100% higher lead-to-close rate than outbound marketing\*
- 46% of web users consult with social media when making a purchase\*\*
- 3 in 5 SMBs report they've acquired new customers through social media\*\*

\* <http://www.hubspot.com/marketing-statistics>

\*\* <https://www.marketingtechblog.com/2014-statistics-trends-businesses-social-media/>

What are some best practices  
a business owner can follow  
when engaging with social media?

# Best Practices

## 1. PROVIDE VALUE TO YOUR CLIENTELE

- What knowledge / advice can you provide to your readers?
- Think about who your buyers are, and what they would be interested in reading
- If you sell pool supplies, write a post providing tips on how to be safe while in & around a pool



# Best Practices

## 2. FOLLOW THE ONE-IN-SEVEN RULE\*

- Make only 1 out of 7 posts overtly promote your business
- Have the remainder be about subjects your buyers would want to learn more about
- Share others' posts if you find the information valuable, and provide commentary



\* <https://www.americanexpress.com/us/small-business/openforum/articles/8-best-practices-to-promote-your-business-on-social-media>

# Best Practices

## 3. USE IMAGES & QUOTES

- Images are visually appealing and can help make your content stand out
  - On Twitter, any text that is within the image does not count towards the 140 character limit
- Quotes provide authenticity, and can be used to succinctly summarize your main point(s)



# Best Practices

## 4. SCHEDULE YOUR POSTS AHEAD OF TIME

- Instead of stopping what you're doing throughout the day, schedule your posts beforehand
  - Hootsuite and Buffer – apps that allow you to schedule posts for publication at specified times / days of the week
- You can plan out your content, and post at optimal time(s) of the day





# Best Practices

## 5. ENGAGE WITH THE SOCIAL MEDIA COMMUNITY

- Follow vendors and customers
- Retweet and share posts from others that you feel provide beneficial information to your customers
- Remember, it's networking – you never know who you engage with online that will help your business down the road



# Best Practices

## 6. BECOME A GUEST BLOGGER

- You are well-versed in all aspects of your company's industry
- Share your knowledge by writing blogs and submitting them to important sites within your industry
  - 3rd party posts will help build your site's SEO rankings and help you become an online authority in your field



# Best Practices

## 7. RESPOND TO NEGATIVE COMMENTS

- Be considerate & courteous – if an issue is affecting your customer, apologize
  - Take the correspondence off of your social media site
  - Stay in contact with the person until you hand them off to a support agent, or the issue is resolved
- **Never** delete negative posts or comments
  - Your reputation will take a huge hit if you erase negative opinions from your site(s)



# Tips from the Pros

# Pro Tips



“ Remember, it's almost worse to have an account with no activity than not to have one at all. Once you start, try to commit to posting. ”

- Michelle Garrett
  - Public Relations Consultant / Writer, [Garrett Public Relations](#)



GARRETT  
PUBLIC RELATIONS

# Pro Tips



“ Don't be afraid of using a little personality on social media. Remember, people want to connect with *people*, not just brands. ”

- Angela Leavitt
  - Founder & Chief Mojo-Making Officer, [Mojo Marketing](#)



# Pro Tips



“ If you think you need to get 'on social media,' the first question I would ask is, why? What do you want to get out of it?

Zeroing in on your desired outcome is the first step to creating a social media strategy that's targeted, measurable and, frankly, worth your time. ”

- Khali Henderson
  - Senior Partner,  
[BuzzTheory Strategies](http://www.buzztheory.com)

# Pro Tips



“ Overloading your tweets with hashtags will take the focus away from the message you’re trying to convey. If you must use them, limit them to two per tweet at the most. ”

- Alexander Kesler
  - Founder and President, [inSegment, Inc.](#)

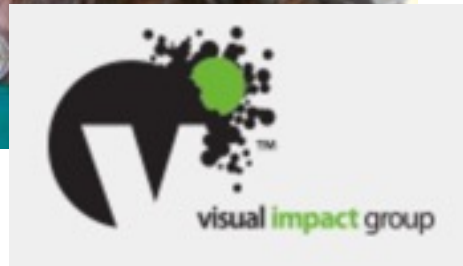


# Pro Tips



“ Spending time regularly managing your profiles will help you stay on top of feedback, both good and bad, and will allow you to adjust your posts accordingly long before a PR crisis hits. ”

- Ashley Orndorff
  - Director of Marketing,  
[Visual Impact Group](#)



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