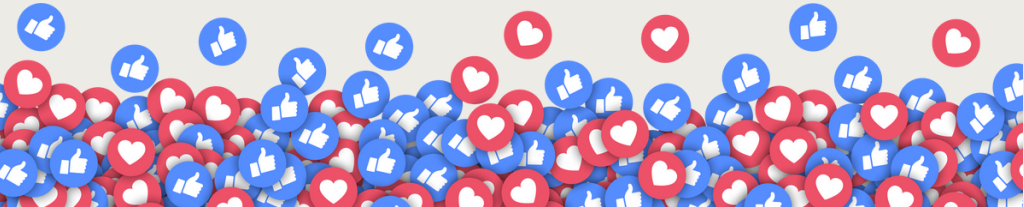


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SOCIAL MEDIA TIPS

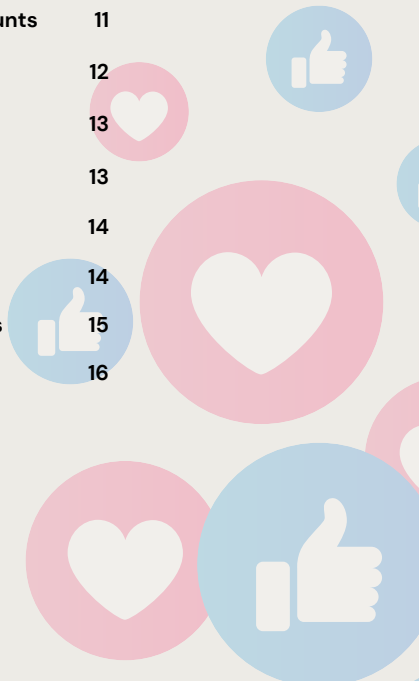
A GUIDE TO BOOST YOUR BUSINESS



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INTRODUCTION

Hi, we're Tuminds Social Media.

Over the past 17 years, we have delivered digital marketing and social media training across Scotland and beyond, through workshops and webinars presented by experienced digital marketing trainers.

We provide a comprehensive range of services designed to support your journey towards digital success, including monthly support and coaching packages, tailored social media training, and a wide range of webinars and workshops.

We've put together 17 top tips to help you grow your social media presence – get ready to conquer the digital world with our expert advice!



TIP ONE

Define your social media objectives and goals

To use social media effectively you need a social media strategy – and the first step in creating a social media strategy is to define your objectives and goals.

Objectives

Objectives are broad statements that outline the purpose of using social media for your business and what you hope to achieve from your activity. They provide direction and focus for your strategy, and should be aligned with your overall business objectives. Examples of social media objectives include increasing brand awareness, driving website traffic, generating leads and enhancing customer engagement.

Goals

Goals, on the other hand, should detail **how** you will achieve these objectives. Goals should be specific, measurable, achievable, relevant and timely (SMART). For instance, if your objective is to increase brand awareness, a goal might be to grow your Instagram followers by a certain percentage within a given time frame.

By setting clear objectives and goals, you can align your social media activities, assess your progress and measure the effectiveness of your efforts.

TIP TWO

Know your audience

Knowing your audience is key in developing a successful social media strategy. By understanding who your target audience is, you can tailor your content to meet their needs.

Take time to **research your audience's demographics, interests, behaviours and pain points**. This knowledge will help to inform your content strategy, allowing you to create content that is relevant to them. Check Google Analytics and the analytics for each social platform to learn more about the demographics of your audience and what content is most popular. Create a survey or ask your audience on social media about their pain points, interests, questions etc.

Once you have a clear understanding of your audience, you can shape your content strategy accordingly and create content that is relevant, valuable and interesting to your ideal customer (see tip four). Knowing your audience is also key in creating effective ads.



IMAGE BY GAMIRIA AGENCIA DE MARKETING DIGITAL FROM PIXABAY

TIP THREE

Choose the right platforms



Identify where your target audience spends their time and focus your efforts there. Each platform offers unique features and caters to different target audiences.

Facebook

Facebook is a popular and versatile platform with a wide user base, making it suitable for various target audiences. Facebook advertising has extensive targeting options, making it easier to reach specific demographics and interests.

Twitter

Known for its real-time updates, Twitter provides a platform for businesses to engage in timely conversations, share news and updates, and monitor conversations about the business.

Instagram

As a visually-driven platform, Instagram offers businesses the opportunity to showcase captivating images and short videos (Reels), increase brand awareness, build an engaged community and connect with influencers.

TikTok

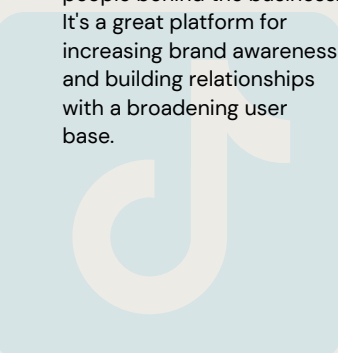
TikTok's short-form videos offer a unique opportunity to create fun, entertaining content that shows the people behind the business. It's a great platform for increasing brand awareness and building relationships with a broadening user base.

LinkedIn

Designed for professionals, LinkedIn allows businesses to establish industry connections, share thought leadership content, recruit and build brand authority within a professional networking environment.

YouTube

YouTube offers businesses the ability to share long and short video content, drive website traffic, benefit from search engine visibility and monetisation opportunities through ads and partnerships.



TIP FOUR

Create compelling content

To captivate your audience, you need to create content that is valuable, engaging and resonates with them. (See tip two on knowing your audience and understanding their interests and needs). When it comes to content, quality is more important than quantity.

Content should **entertain, inspire or educate**. Storytelling is a good way to connect with your audience.

Experiment with different post types, such as eye-catching, high-quality images and engaging videos to capture attention, boost engagement and keep your feed diverse.

Consistently providing content that is valuable and interesting to your audience can help to build credibility, trust and loyalty. Your audience are more likely to like, comment on and share posts that genuinely captivate their interest.



TIP FIVE

Be consistent

Consistency is key when it comes to maintaining a strong presence for your brand. Regular and predictable posting can help keep your brand top of mind and increase the chances of your content being seen by your audience. Plan regular activity using a [social media calendar](#) or try scheduling content in Meta Business Suite or via a tool like Metricool. If scheduling content, remember to stay flexible and timely when addressing real-time events or trending topics. By being consistent with your posting, you can establish reliability, foster engagement and maintain a consistent flow of content across your platforms.

TIP SIX

Use hashtags

Hashtags can **improve the visibility of your social media posts** by making them discoverable to a wider audience. Hashtags are only effective on Instagram, TikTok and Twitter, not on Facebook.

It's important to use hashtags wisely and strategically. Research popular and relevant hashtags within your industry and incorporate them into your posts thoughtfully. On Twitter use 2-3 hashtags; more than this can look spammy. On Instagram you can use up to 30, although 5-10 is now advised. It is important to also use relevant keywords in Instagram captions to increase the visibility of posts and Reels. Think about the hashtags that are likely to be searched or followed by your target audience. By effectively utilising hashtags, you can increase the reach and discoverability of your content.

TIP SEVEN

Engage with your followers

Social media should be about meaningful interactions and conversations, not just promoting your products or services. Actively engage with your followers by responding to their comments, messages and mentions. Show genuine interest in their opinions and questions. By engaging with your audience, you **foster a sense of community, build trust and humanise your brand**. Encourage discussions by asking questions, running polls or asking for feedback. Make sure that you respond promptly and professionally, addressing both positive and negative comments. Showing that you value and appreciate your followers can help to build a loyal and engaged community.



TIP EIGHT

Utilise User Generated Content

User-generated content (UGC) is a powerful way to harness the enthusiasm and loyalty of your audience. Encourage your followers to share their experiences, reviews and photos or videos related to your brand. Repost and showcase UGC on your social media accounts, giving credit to the original creator. (It is also a good idea to ask permission before sharing). UGC not only **provides social proof** and builds trust but also helps to create a sense of community among your followers. By actively involving your audience in generating content, you strengthen their connection with your brand and inspire others to share their experiences as well.

TIP NINE

Respond to reviews

Reviews play **an important role in shaping your brand's reputation** and influencing potential customers so it is a good idea to encourage customers to leave a review (on Google, Facebook or TripAdvisor). Regularly monitor and respond to reviews, whether they are positive or negative. Acknowledge and express gratitude for positive reviews, as they serve as social proof and can encourage others to choose your business. When addressing negative reviews, respond calmly, empathetically and professionally. By actively managing reviews, you give a positive first impression of the business to potential customers and demonstrate your commitment to customer satisfaction.

TIP TEN

Promote your social media accounts



Promote your social media accounts on other marketing channels, such as your **website, blog, email newsletters, and offline materials** to increase your social media following and engagement. Make it easy for your audience to find and connect with you on social media by including social media icons and links in prominent locations.

By actively promoting your social media presence, you can expand your reach and attract new followers who are already interested in your business.

TIP ELEVEN

Keep an eye on competitors

Doing research is a key stage in your social media strategy. Having a look at what other similar companies or your competitors are doing can help you to **gain useful insights and stay ahead of the game**. Look at their content and engagement levels to identify trends, best practices and potential areas for improvement. By researching what others in your industry are doing, you can gain valuable insights that can improve your own social media strategy. Staying aware of their promotions, campaigns and customer interactions can help you identify opportunities to make your business stand out and offer unique value to your target audience.

On Instagram and TikTok you can also search for a relevant keyword or hashtag and see what kind of content appears in the search results. It can help with your content strategy to spend some time looking at what is popular on these platforms within your industry/niche.

TIP TWELVE

Leverage influencer marketing

Influencer marketing can **amplify your brand's reach and credibility** by utilising the influence and trust that influencers have built with their audiences. Choose influencers whose values align with your brand and whose audience matches your target demographic. Ensure that the partnership feels authentic and provides value to the influencer's audience. By leveraging influencer marketing, you can tap into an existing community, expand your reach to new audiences and build trust through the endorsement of reputable individuals.

TIP THIRTEEN

Check your analytics

Social media analytics provide **valuable insights** into the performance of your content and the behaviour of your audience. Use the analytics tools of each social media platform to find out what's working and what's not. Analyse metrics such as reach, engagement, click-through rates and conversions to evaluate the effectiveness of your content and campaigns. Identifying patterns and trends in your data can help you make informed decisions about future activity. Regularly monitor your analytics to assess your progress, identify any areas for improvement and optimise your social media efforts.

TIP FOURTEEN

Be authentic

Authenticity is key in building trust and creating **genuine connections with your audience**. Show the human side of your business by sharing behind-the-scenes content, employee stories or customer testimonials. Try not to be overly promotional or artificial in your content and interactions, and make sure you listen to feedback. By being authentic, you can establish credibility and attract a loyal community.

TIP FIFTEEN

Create video content

Video content has become increasingly popular on social media, particularly short-form video (TikTok, Reels, Idea Pins and YouTube Shorts). Adding video to your content strategy can help to **boost engagement**. There are lots of different types of video content you could create, such as product demonstrations, tutorials/how to videos, interviews, live videos answering FAQs or storytelling about the business. Focus on delivering valuable and visually appealing content that is optimised for the platform you're using. Features like captions and interactive elements can help to enhance the user experience. Video content is a great way to effectively deliver your message and increase visibility.

TIP SIXTEEN

Keep up with trends and updates

The social media landscape is constantly changing, with new features, formats and trends. Try to stay up to date with the latest social media trends and updates to **keep your strategy fresh and effective**. You could subscribe to relevant blogs or newsletters, follow industry leaders and engage with social media communities. By staying informed, you can make the most of new opportunities, stay relevant and maintain a competitive edge.

If you need help keeping up to date with the latest changes in the digital world, why not [sign up to the monthly Tuminds newsletter](#) for top tips, news and useful links.



Hello !

Nothing stays the same for long in the digital world! Here are some recent Instagram updates you might have missed.

You can now add up to **5 links in your Instagram bio**. (This is currently being rolled out so don't worry if you don't have it yet). The link at the top will be the link that is displayed in your bio. Here's [how to add multiple links to your bio](#).

There have also been some updates to Reels. [The way you edit Reels has changed](#), with the option to add clips, text and stickers, and reorder from the same editing screen. You can now also see who has followed you from a Reel.

It was also announced that they are [adding 'total watch time' and 'average watch time' to Reels Insights](#). This will be really helpful with creating content. Plus a new Reels Trends section in the Professional dashboard will show you trending songs and hashtags in Reels. We haven't got the updates to Insights or Reels Trends yet, but no doubt they will be coming soon.

TIP SEVENTEEN

Experiment and adapt

Social media success often comes from experimentation and **learning from both your successes and failures**. Don't be afraid to try new things and test different strategies to see what works best for you and your audience. Adjust your approach based on the insights you gather. Monitor your results, gather feedback and make decisions based on data. By being willing to adapt and iterate, you can fine-tune your social media strategy over time and optimise your activity.

Next steps...

If you would like help with creating a social media strategy or promoting your business online, we'd love to hear from you. Get in touch via our social media platforms @tuminds or email info@tuminds.com.

TEAM TUMINDS

