

SOCIAL MEDIA

FOR SMALL BUSINESSES

DOs

&

DON'Ts

DO

Set your goals 

Choose your platforms 

Complete your profile 

Create a social media calendar 

Be relevant 

Be constant 

Use scheduling tools 

Be original and interactive 

~~Check you're Posts~~ **Check your posts**

Post at different times 

Practice social listening 

Respond to positive and negative comments 

Use SM to drive people to the shop 

Use analytic tools 

Boost your best posts 

Be part of the community 

DON'T

Don't duplicate your content 

Don't have unused accounts 

Don't bombard your followers 

Don't be a spammer 

Don't follow everyone back 

Don't ignore negative comments 

Don't like your own posts 

Don't express personal opinions 

Don't be a robot 

DO

- **Set your goals:** what would you like to achieve by using social media? Lead users to your website, increase brand awareness, boost online sales, attract more customers into the physical shop, etc.
- **Choose your platforms:** depending on the nature of your business, you may rather have a presence on Facebook, or Instagram, Twitter, LinkedIn, etc. Sometimes, for small businesses with limited time and staff members, it's advisable to choose one or two. Also, are they a complement of your website or are they the main channel for your online presence?
- **Complete your profile:** this is key for your customers to be able to get in touch with you and have all the information about your business.
- **Create a social media calendar:** alternate types of content related to your business (e.g. industry news, customer testimonials, special offers, fun or interesting facts, new trends, new arrivals, community support, etc.). Also, use different formats such as video, links to websites, images, memes, gifs, live streaming, surveys, stories, etc.
- **Be relevant:** whatever you post, make sure it is relevant, useful and interesting to your audience.
- **Be constant:** your posting frequency depends on the nature and resources of your business, as well as on your chosen Social Media platform. While for Facebook, LinkedIn and Instagram it's advisable to post once per day, for Twitter and Pinterest the minimum is 3. If all this is too much, try to reduce it to no less than 3 times per week.
- **Use scheduling tools:** if your time is limited, you can pick a day to schedule the posts for the week. Facebook has this option integrated while for other Social Media you can use webs such as Hootsuit.
- **Be original and interactive:** try to make your posts outstand by giving them a twist and mentioning other people or businesses (@) and creating or using existing hashtags (#) to encourage your customers to share user-generated content. Follow businesses or other profiles related to your industry and share any content relevant for your customers.
- **Check your posts:** for grammar and punctuation accuracy, or to make sure you are posting to the business page rather than to your personal Facebook.
- **Try posting at different times:** some times work better than others depending on the demographics of your followers, the social media channel you are using, and the content you are sharing. What times work best for you?
- **Practice social listening:** searching tools can be very helpful to know what people are saying about your business or your products.

- **Respond to positive and negative comments:** social media are key for customer service purposes. Try to reply to everyone in a professional manner, and demonstrate to your clientele that you will be there willing to fix any bad experiences they may have with your product or service.
- **Use social media to drive people to the physical or online shop:** advertise in-store competitions, special events, new collections, promotional codes, referral schemes, etc.
- **Use Insights and Analytics tools to keep track of your goals:** what posts are doing better and why? Is it because of the type of content, the call to action, the publication time, etc.?
- **Boost your most engaging posts relating to your business:** target and segment your audiences to get the most out of this SM paid service. And include this in your budget.
- **Be part of the community:** make sure you interact with the local community digitally. You can do this by joining Facebook groups about shopping local or hobbies related to your field where you can share tips or offer advice (e.g. join a local photography Facebook group if you're a photo studio, or a cooking or foodies group if you sell food).

DON'T

- **Don't duplicate your content:** if you need to post about the same thing several times over a period (e.g. sales in-store) make sure not to duplicate, but rather repurpose the content or transform the information (i.e. text, photos, etc.).
- **Don't have unused accounts:** this could give the impression that there is no one on the other side. It's best to be active in one social media platform than be present and inactive in four.
- **Don't bombard your followers:** it's good to be constant and keep consistency on how frequently you update on SM, but make sure your followers don't get tired of you. Posting every 10 minutes works well for news sites, but can be damaging for a small business.
- **Don't be a spammer:** try not to randomly add tons of mention or tags of your customers or other organisations on your publications. You may do this exceptionally for very important announcements relevant to the people you are tagging.
- **Don't follow everyone back:** be selective on the people, organisations, or business you follow back, as this will reflect on your own online presence.
- **Don't ignore or delete negative comments:** use them as an opportunity to show that you care about your customers and try to make things right. Other customers will see that they can rely on you when things go awry. You may delete offensive comments, though.
- **Don't like your own posts:** it should be your customers and followers who engage with your posts.
- **Don't express personal opinions:** keep it professional. Some customers may feel uncomfortable reading personal opinions on a business page, even if they love your products or services.
- **Don't be a robot:** automatic messages are ok to let people know that you will be with them as soon as possible. But you do need to respond, and when you do, try not to do it with a template or redirecting them somewhere else.

SOURCES

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[Practical Ecommerce: 16 Free Tools for Facebook Marketing](#)

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