



Managing Social Media

Social media is an expanding platform that has grown hugely in popularity amongst all age groups. Facebook has over 500 million active members. Twitter has over 175 million active users with 95 million daily tweets.

The power and potential of social networking is huge and presents a marketing opportunity that shouldn't be missed. But you have resource it adequately and use it wisely; as a source of cheap market research and a way to develop good PR, but not as an outright advertising platform.

10 tips for Managing Social Media

- 1 Allocate a budget and responsibilities**
Decide how much time to allocate and who is the best person(s) to handle it.
- 2 Use regularly and consistently**
Don't post then stop, people will soon lose interest in what you have to say.
- 3 Identify your aims and target**
What are you trying to achieve, who are you aiming at?
- 4 Make sure you know what people are saying about you**
If you aren't listening then people may be saying what they like behind your back!
- 5 Feedback is vital to running any business efficiently, this feedback is free!**
Good PR and Surveys cost thousands, social media does it for almost nothing.
- 6 Listen then respond positively and helpfully**
Only get involved if you have something positive to add to a conversation.
- 7 Don't overtly sell you company**
Social media is about people chatting, it isn't an advertising medium.
- 8 Do offer friendly advice**
You have expert knowledge, share it and create a good impression.
- 9 It's important to give the impression that your business listens and learns**
You don't have millions to spend, but show that you do at least try!
- 10 Can improve search engine rankings**
There is evidence that rankings improve the more you are discussed online.

Do something NOW, not next month or next season when it may be too late.

Get help from our expert team at Canal Junction. We've a lot more information online:

www.canaljunction.com/webservices/

or call us **01691 623126**

