

42 SOCIAL MEDIA TIPS

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Dear Fellow Business Owner:

I understand that social media can feel overwhelming—I've felt that way, too! What should you say and where should you say it? The truth is, though, it doesn't have to be that bad. Instead of viewing social media as a burden or just one more thing to do, look at it as a way to share your message with the world.

Never before in the history of the planet have we as business owners had immediate, direct access to people who already like us or are curious about who we are and what we do. You're in business to make a difference in people's lives, and with social media you can make an even bigger difference. Find your fan base, grow your tribe, build your business.

If your audience posts questions on Facebook, answer them and you can be the authority in your field. If your audience voices a complaint on Twitter, respond quickly and you can turn bad word of mouth into positive publicity in a heartbeat.

To help you along the way, I wanted to share a list of 42 social media tips that can revolutionize your relationship with your audience. Dig in and start today!

1. What's your social media goal? If you don't know where you want to go, it's pretty hard to get there.
2. Pick one or two social media to focus on. Unless you hire a large staff (and maybe even then), you can't be everywhere at all times.
3. If your audience is Millennials, you'll find them on Snapchat and Instagram. If you're not sure about Snapchat, ask a Millennial to teach you.
4. If your audience is primarily women, you'll find them on Facebook and Pinterest.
5. If your audience is other business owners, you'll find them on LinkedIn. Remember that LinkedIn is professional, so avoid posting pictures of your cat.
6. If your audience is middle America, you'll find them on Facebook. Even with the rise of Insta, Snapchat, etc., more Americans are on Facebook than anywhere else.
7. If you're trying to do audience research, go to <http://reddit.com>. Reddit is a gold mine of information and insight if you read up on your topic there. A word of warning—ask good questions and be smart, not salesy. Reddit users can and will pounce on someone they believe is inauthentic, salesy or dumb.
8. Promote your most popular posts – and that goes for blog posts as well as social media posts.
9. If you hate tracking, at least track with Facebook Insights. It'll show you a lot about your Page progress.

10. How do you get the conversation going on social media? Try humor and controversy. They're very powerful.
11. Social media is a powerful thing, but never mistake fooling around with being productive. It's easy to lose an hour or two on Facebook or Twitter. Stay focused!
12. Click FB Insights' "Posts>When Your Fans Are Online" to see your audience's peak posting times. (Post during these times!)
13. Look for questions repeated over and over on your chosen social networks. Provide the definitive answer.
14. Analyze your own tweets. Which types got most retweeting? Most Interaction? Questions, graphics or videos?
15. Don't be shy with your social media presence. Go for it – but be authentic – and be social!
16. If you want your social content to attract, do your best to share quality tips that are really unique or helpful.
17. Make sure you speak with an identifiable, individual voice when posting social content. Your posts should never sound "canned."
18. Be consistent and post regularly during your audience's peak posting times on any social networks you've chosen to frequent.
19. Posts people skip most? Highly personal negative posts complaining about illness and problems. (Do you agree?)
20. Include a mix of rich media in your social content. Video, photos, Instagram and Vine looping video clips.
21. Vine video clips loop. Instagram video clips don't. Vine streams on Twitter; Instagram videos on Facebook.
22. Vine videos are 6 seconds long. Instagram are 15 seconds. How can you use this information for your marketing?
23. Tapping your screen for a Vine video starts filming. Tapping your screen for an Instagram video just adjusts focus.
24. Be sure you don't use any banned hashtags with your Instagram photos or videos: <http://thedatapack.com/banned-hashtags-instagram/>
25. Use Instagram hashtags to crowd-source user-generated content as well as extend your own reach.
26. Remember that Instagram hashtags are not case-sensitive and don't work with spaces or special characters.
27. Give your new product campaign a name – and start talking about it on your social media.
28. Make sure all new product posts are made regularly. Don't let gaps occur. Keep it fresh in people's minds (without overdoing it).
29. Don't tell everyone too much at once about your upcoming project. Mystery breeds interest! Hints and teasers are part of the fun.

30. Use <http://surveymonkey.com/> to create free surveys. You can ask questions for your new product idea and share the link on social media.
31. If you're advertising on Facebook, remember your ad images, including the thumbnail, cannot include more than 20% text.
32. Take advantage of the fact you can now use text, arrows and calls to action in Facebook Cover photos.
33. Facebook Profile photos are square and display at 160 x 160 pixels – but remember Facebook wants you to upload at 180 x 180.
34. At the very least, include a Facebook app tab leading to your sign-up page or form (and use a clear, easy-to-read call to action).
35. You can display 3 custom app tabs of your choice in your Facebook header section. Make the most of this “real estate!”
36. Only your short description displays in your Facebook header section, but fill out your Profile 100% for max searchability.
37. Select “Replies On” in your Page Admin panel “Manage Permissions” section to increase the conversation on your Page.
38. If you consistently get endorsements that are not relevant on LinkedIn, be aware you can remove endorsements completely.
39. Check “Who’s Viewed Your Profile” in LinkedIn to see who is finding you – as well as the keywords they used.
40. In your LinkedIn Privacy and Settings page, “Select what others see when you've viewed their profile” to keep it private - or not.
41. In Google+ posts, encase text in asterisks for bold and underscore it to create italics.
42. Keep going. Your audience wants consistency and they will reward you for it.

That's all for now. There are books and books written about social media and content creation. Two of my favorites are Guy Kawasaki's [The Art of Social Media](#) and Gary Vaynerchuk's [#AskGaryVee](#). If you have specific questions, though, or would like to build a social media strategy that gets you the results you're looking for, email me ron@rontester.com. Or, if you'd like to develop a systematic approach to marketing for small business, you can sign up for my course with Connie Ragen Green. Click on [this link](#) to find out more or sign up for [How to Market for Small Business](#).

