



Get the most from social media for your business

Social media can be a great way to connect with customers.

Setting up an account is usually free but social media still has a cost. Creating content, posting it, making updates and engagement activities all take time.



Choose your platform

There are lots of social media channels. Which ones should your business be on?

Choose platforms where your customers are. If you're selling B2B then look at LinkedIn. For younger customers, TikTok may be a better starting point. Look at the demographic information on your accounts.



Developing your social media presence

Choose content pillars: Come up with 3-5 key topics that your business posts about.

Visuals matter: Images are eye-catching and can get your message across more easily.¹ Using video can increase engagement.²

Benchmark: See what similar businesses are doing.

Show a face: Content that is more personal or shows the faces behind the business does better.³

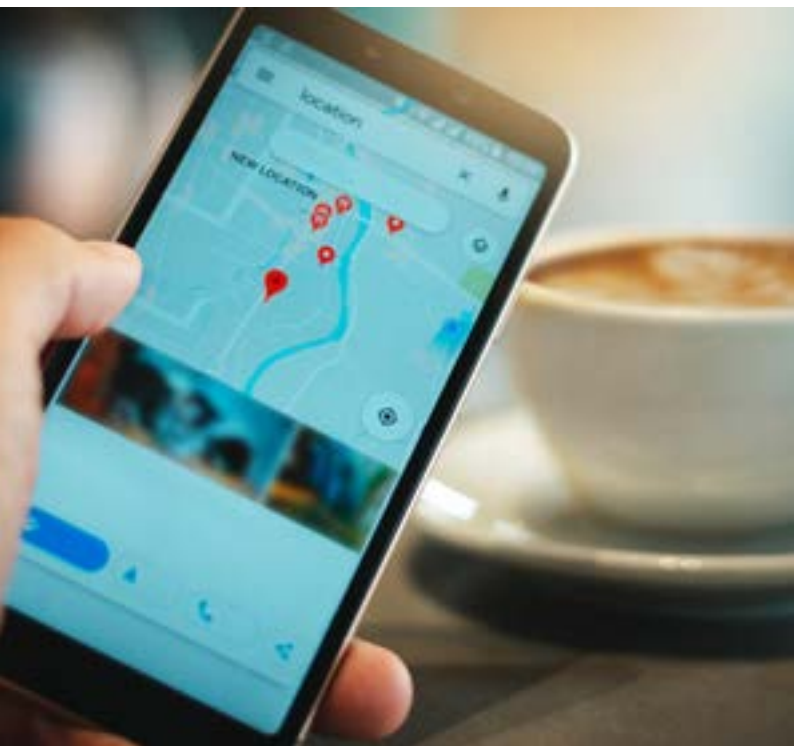
Recycle: Re-use old content but give it a fresh look with a new photo or tweaked wording.

Don't just broadcast: be sociable. Posting content is good but you need to engage with other users as well.

Plan in advance: Create content in advance so that you post regularly even during busy times.

Know your goals: Think about what you want from social media. Lots of followers won't always mean lots of sales. You want customers to share your content so their networks discover your business.

Track your progress: Look at your best posts to see what type of content gets engagement. Check the traffic sources on your website to see how many visits come from social media.



Caring for **people**, our **places** and the **planet**



Your checklist

Accounts

- Are there new platforms you need to consider?
- Is your profile up to date?

Content

- Do you have the right content pillars? Do they need changing?
- Are you making use of video?
- Are you planning and scheduling your content in advance?
- Are you posting regularly? Aim for at least weekly to keep things fresh.

Engagement

- Are you spending time engaging with other accounts?

Performance

- Do you know your goals for social media?
- Are you monitoring how your content is performing?

- 1 [The Power of Images in Social Media Marketing](#)
- 2 [A Marketer's Guide to Social Video Engagement Metrics](#)
- 3 [Reasons Why Putting a Human Face in Your Marketing Campaign Is an Essential Strategy](#)



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