



Social Media – a roundup of useful tips

So, let's get real about social media. Whether you love it, hate it or don't really care about it on a personal level, it doesn't matter, because if you are involved in a business, especially a small business, you really can't afford not to be on social media. And that doesn't mean setting up a Facebook page and never posting on it again!

A big part of what we do at the INDIGO Group is help small businesses in Zimbabwe set up and manage their social media accounts. These days most people are convinced that they need to get serious about social media; they just need a hand to get going.

So whether you still need convincing about social media for your business or you just need some foundational tips to get you moving, this post is for you!

Why to post?

This post on how to be active on social media is great because it is to the point and blows three common three excuses you might have for not doing social media in your businesses out of the water:

1. Your online presence is a work in progress and that's ok. Don't let the fact that you haven't got it all sorted stop you from moving forward
2. You DO have something to say – see the next section for tips on what to post
3. Social media is not going anywhere, so you need to embrace it

<http://rollingout.com/2016/02/14/3-tips-active-social-media-business/2/>

What to post?

Topic maps – I read this and was instantly on board. There's heaps of blogs and articles that give you examples of types of social media posts, but this one helps you to think about the big picture of your content from the point of view of 3-5 broad areas that are of interest to your customers. Not all have to be your niche, or area of expertise, but topics that your customers would be interested in. And after all, connecting with our customers is the reason we are on social media.

http://www.digitalmarketer.com/increase-social-media-engagement/?utm_source=twitter&utm_medium=organic&utm_term=twitter-followers&utm_content=increase-social-media-engagement&utm_campaign=organic-content-distribution

Content creation vs content curation – another excellent way to think about social media content from a big picture perspective. Many of us get stuck on posting regularly because we think everything we post has to be new. But, as the idea of topic maps suggests, we can take content from other sources that we know is of interest to our customers, and pass it on. What this posts suggests, and what I am doing here, is that you take the content and explain to your customers why it's good, important or relevant to them. Content curation!

<http://www.201digital.co.uk/curated-content-does-your-site-need-it/>

How to post?

This article has 5 great tips on managing your social media accounts. There's two things that I want to highlight here:



1. You need to manage your accounts, or like anything, they will manage you! The tips here will help you with that
2. Buffer – Buffer is awesome! Even if you only have one social media profile to manage, the ability to schedule up to 100 posts ahead of time on the Awesome plan means you can get the bulk of your content scheduled in advance and not have to be thinking about day in day out. You still need to monitor your accounts daily to answer questions and comments and to see if there's anything new/trending you should share, but I can't say enough about how much it helps to be able to schedule the bulk of your content in advance.

<http://www.smartcompany.com.au/marketing/62854-five-tips-to-stay-in-control-of-your-social-media-accounts/>

To end: if you're still lost and overwhelmed at the thought of posting on social media, at INDIGO we can not only help you learn to use Buffer and brainstorm content, we can also do all your posting for you. It might cost you a bit more, but the return on investment could be awesome if you are not in a position to manage it for yourself. Get in touch!