



# BEST SOCIAL MEDIA PRACTICES

Here are some of the current best practices for social media management. Remember, they change over time, so make sure you stay on top of new trends and new ways of maximizing your digital marketing effectiveness.

## WHY USE SOCIAL MEDIA?

- It's one of the easiest and fastest ways to connect to current and potential customers
  - Always keep your customers in mind – if they are not on social media, you will need to look into different ways to target them
  - Also, bear in mind that you may lose control over the content you create, as it can be shared by others, so be mindful of what you put out there
- It's an opportunity to increase your visibility and build brand awareness
- Use it for market research! Find out what the competition is doing – how are they communicating with their customers?

## WHAT TO DO?

- Know your product, know who you are selling to and where they are in the virtual world
  - Social media marketing takes time, energy and resources, so make sure you manage it wisely
- Adopt some best practices
  - Develop a social media calendar
    - Keep track of the different campaigns, messages, and platforms so you don't waste your resources
    - Ensure that you approach social media management strategically – do not post sporadically, post with intent

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- Develop clear messages
  - Original, memorable and authentic content (with strategic keywords – keep SEO in mind) is the best way to engage with your customers
  - Create content that is easily shareable so you don't have to do all the heavy lifting
  - Don't share too much or too little – work on developing a relationship with your customers that will lead to brand loyalty
- Customer service
  - Bad customer service is one of the top reasons why clients unfollow brands
  - Today, customers expect quick responses – factor that into your social media management schedule
- Connect
  - Create links between your website and your social media when posting content – that way, you will also increase your SEO visibility
  - Build relationships with other organizations/influencers so that they share your content and link back to your social media
- Analyze
  - Platforms like Hootsuite, Social Report or Sprout Social (check links below) provide analytics and have other tools to help you stay organized
  - Track engagement, response rates based on time of posts
    - Use feedback to adjust your messages
    - As you progress, develop segmented messaging to achieve best returns on investment

There is a lot to consider when it comes to creating and managing your social media presence. A YES Business Coach can give you feedback and help you develop a strategy.

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## LINKS:

Hootsuite <https://hootsuite.com/>

Social media management platform for tracking, analysis and integrations for Twitter, Facebook, Instagram, LinkedIn, YouTube, etc.

Sprout Social <https://sproutsocial.com/>

Social media management, advocacy and analytics software for businesses - helps brands communicate with customers on social channels, collaborate across teams and measure the effectiveness of their efforts.

HubSpot <https://www.hubspot.com/>

CRM, online marketing and web analytics system; tons of free inbound marketing resources.

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