

# Tips & Tricks: Basic Social Media Marketing

When it comes to social media marketing, it can seem a little overwhelming at first, but once you get started and see how much fun it can be, you will be smooth sailing. We have compiled this useful outline of steps and helpful tips to get your feet wet in the ever evolving world of social marketing.

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## 1. Set up your accounts and profiles.

The first step to establishing your presence on social media is to build your profile. Make sure you keep it professional and separate from your personal accounts so that you are exhibiting your qualities as an experienced business professional. Facebook is generally the most recommended if you choose to stick with just one outlet, but we like to suggest using two to three social media platforms to keep up appearances. The ones you choose will depend upon where your audience will be. Based on the type of business you run and who your target consumer is, you should choose the channels that will work best for you. If you're a service based company, say a mobile food truck, then you'll most likely want to have a Twitter account to keep your fans up to the minute of where and when you will be serving your deliciousness. If you're an event planning company, Instagram and Pinterest are great options for sharing the work you've done with your followers and inspire them to choose you to plan their next event.

**#tip:** If you decide to open an Instagram Business account, link your other social media accounts and create your original posts there. From there it can push to Facebook, Twitter, and more without you having to recreate the post.

## 2. Set a post schedule with a content outline.

It's best to be specific with your posting itinerary, so set a posting schedule to keep your posts consistent and to familiarize your audience with your

brand's personality. Pay attention to when you will be sharing your posts. There are all sorts of variables to consider when it comes to choosing post times — peak post engagement, most views, most clicks, et cetera. Set your post times based on what type of audience traffic you are looking for. If this is too overwhelming for you at this time, don't stress, just stick with the highest overall traffic times for your platform of choice. Lastly, make a list of ideas for the content you want to post ahead of time so that you're not in a panic the day before you are scheduled to send out a post. You can always alter it later if something unexpected comes up, but at least you'll have something set up so you don't feel pressured to come up with something amazing right away.

**#tip:** Find out when the best post times are for your platforms at [sproutsocial.com/insights/best-times-to-post-on-social-media/](https://sproutsocial.com/insights/best-times-to-post-on-social-media/). Then use the checklist we provided to plan out your post schedule!

## 3. Share something interesting and unique.

Social media helps enhance the customer experience with your brand and allows you to express a more accessible personality that your audience can relate to. A clothing store might post a photo of a new super cute crop top that's about to hit the shelves. A wedding photographer could share a post announcing an award they just received for their exceptional work or customer service.

**#tip:** If you have an online blog, let your followers know when you've added

a new entry. If you use Wordpress, Squarespace or some other website services, you have the option to set up your blog content to push automatically to your social media channels. This is a great way to streamline all of your outgoing news to keep all of your fans in the know.

## 4. Use tags and hashtags.

Using hashtags is important so that you can appeal to a larger audience who may be interested in your content. To use the examples from above, the award winning photographer might post photos of an event with #NYC #wedding #photography and tag the their clients to link them to the content as well. Same would go for the food truck. They can tag what location they will be arriving at for lunch this afternoon and hashtag the specials, like #wingswednesday or #twobucktuesday.

**#tip:** Find out what hashtags other people are using to get some ideas for what to use on your own posts. Using hashtags that are already established is sometimes good to jump right into a good following. Although, it's really fun to create an original one for a unique event, like a rock concert or art festival, and encourage your attendees to share photos and posts at the event. 🌟

