

Social Media Cheat Sheet

What's so important?

There are now **4.2 billion** active social media users - double what there were 5 years ago.

People spend (on average) 2.5 hours per day on social media.

This provides a great opportunity for businesses to:

Build brand awareness,
Develop customer relationships,
Market a product or service to a large and diverse audience



Planning

Plan what you aim to achieve: do you want to grow your audience? Sell a new product? Promote an upcoming event? Make sure you have a clear idea of the purpose of your social media campaign.

Develop a content calendar to plan and track your posts. You can target specific dates like 'National Dark Chocolate Day', as well as plan out where and when posts are going out. Staying consistent (but not over-posting) is key!

Aim to post at least 3 times per week as a bare minimum!



Your voice

Tone of voice is very important when communicating on social media. It should be tailored to your target audiences, so if your audience is young adults, you should consider how you're talking to them - are you being informal and excitable, or professional and considered? Take a look at your brand guidelines to see if you're communicating in the way that suits



Building your brand

Take a look at your company's brand guidelines. Consistency across platforms is key for helping to create and maintain a recognisable brand. Look out for design elements, typography, colours, photography styles, or anything else that is already recognisable as being your brand's 'look'. If you don't have any brand guidelines yet, you can start to formulate some on social media. Pick a 'look' and stick to it across all your published materials.



Growing relationships

Social media is a fantastic tool for developing a relationship with your customers. Compared to traditional advertising media, social media allows you to interact directly with your audience on a personal level.

Don't be scared to post more informal and lighthearted content on your company's Instagram or TikTok; in fact, this is encouraged. You could also look at engaging with other users' posts by liking or commenting on relevant content. Build a relationship with your audience to boost your social media success.



Understanding your audience

One key thing to remember is that you need to ensure that you're posting content that's relevant to your audience. There are some expectations for the type of content posted on each platform. For example, LinkedIn posts tend to be more professional, TikTok posts far more informal. Facebook users expect photos and videos to accompany posts, Twitter users are happy with plain, short text. It's important to ensure that you're adapting your content to suit your different social media channels - don't be tempted to just post the same content across platforms.

