

A Beginner's Guide to Social Media

Having a social media presence is paramount for a small business.

It can benefit your business in many ways by:

- Building customer trust and relationships. Social media makes it easy for your potential customers to communicate with you. Customers like to ask queries on social media. It allows you to reply instantly (provided that you are logged in) and publicly, which helps build trust and credibility.
- Generating new leads. Potential customers often ask questions about a product/service or ask for a recommendation on social media. Social media is a great way to connect your business with potential customers and for them to discover your products/services.
- Increasing website traffic. Linking your website to your social media accounts allows you to re-direct the traffic to your website and improve your search engine ranking.
- Increasing brand awareness. Being present online allows you to get your business noticed.
- Monitoring market and competitors. With social media, you can monitor the current market, see what's trending but also what your competitors are doing. It helps you stay informed in real-time so you can adapt your business to the demand of your customers.

Content ideas

Here are some content ideas to get you started:

- Service/product highlight
- Behind the scenes pictures
- Who are we? / About us / Why choose us?
- how to videos / share a business tip
- Awareness days/special occasions
- Where to find us posts
- Upcoming events
- Something new and exciting
- Testimonial/Reviews
- Statistics/facts/what's trending in your industry
- Share your latest blog post/newsletter
- Share an interesting article (industry-related)
- Answer an FAQ
- Promote an offer

- Run a competition
- Recommend another fellow business owner to your audience (e.g. a local company you have used recently)
- Tell us about your professional background/journey (what led you to start your business)
- Describe your work week/day (what you've been up to)
- Inspirational quotes

Tools for Generating Content ideas

Google Trends

[Google Trend](#) is great tool that allows you to see the topics people are searching for in real-time.

Google Alerts

With [Google Alerts](#), you can monitor the web for interesting new content (based on alerts you set up) and get notifications when new content is generated.

Answer the Public

[Answer the public](#) is a keyword tool that visualises search questions in a search cloud. It shows the questions that people are asking about a specific keyword (e.g. if your keyword is virtual assistant, it will show the following results: how do virtual assistants work? what do virtual assistants do?). All you have to do then is create a post that answers the question asked by the public.

Awareness Days

The [Awareness Days](#) website is great for inspiration. You can choose specific awareness days for your industry and post content about them on social media.

Inspirational Quotes

[Brainy Quotes](#) is a good resource for quotes. It allows you to search per keyword, which is quite handy.

Hashtags

You can follow your industry-specific hashtags or hashtags around topics you are interested in so you can stay up-to-date with what's trending.

Networking

Networking is ideal to find out what's current in the business world. It is a great source of inspiration. You can use the topics of conversation discussed during a meeting to create new blog/social media posts.

Hashtags

Hashtags help you reach a wider audience and help your posts get discovered by others (even when they are not connected to you, provided your account is public).

Choose hashtags relevant to your post topic or industry.

Use location hashtags as well (e.g. if you are based in Kent, add the #kent hashtag to your post) to be discovered by the users who have an interest in your location.

Use a balance of popular and niche hashtags. Using niche hashtags is what will make your content stand out: there is a good chance that your post will appear at the top of the searches for that specific hashtag (e.g. don't use #digitalmarketing, use #digitalmarketingservices instead).

Keep a list of all the hashtags you are using. When a post performs well, check which hashtags you used and make sure you use them again.

Social Media Tools

There are lots of tools to help you create your social media posts.

- [Buffer](#) are post scheduling tools.
- [Canva](#) is a graphics design tool.
- [Unsplash](#) gives you access to free stock images.
- [Linktree](#) is a free bio link tool that houses all the links you want to drive your audience to.