



## Social media for business checklist

### Understand and reach your audience

- Consider which social media platforms to use
  - Research your audience, including age, gender and interests.
  - Pick the platforms which have users who best match your audience.
- Use paid or free social media, depending on your needs
  - Paid adverts on social media give you the ability to target content to new users based on details like age, location or interest Use paid when you have a specific goal in mind such as sending people to your online shop, or even through your shop door.
  - Use free posts (organic) to speak to your existing followers and people searching by hashtag.

### Set social media goals

- Set SMART goals to get real results for your business, these are:
  - Specific - What do you want to achieve?
  - Measurable - Which metric can you measure this goal by? For example website conversions.
  - Achievable - Your goal must be realistic.
  - Relevant - Your goal should be relevant to your business objectives.
  - Time-bound - Set a target date. A deadline give you something to work towards.

## Engage with your audience

- Consider your business tone of voice, is it friendly and helpful?
- Use best practices when replying to customers online
  - Monitor social media mentions so you don't miss anything.
  - Try to answer promptly.
  - Match your customer's tone of voice. For example do they use emojis or are they more formal? Keep it friendly and professional at all times.
- Measure engagement - Think about the measures you want to track, and how they relate to your goals. These could be website conversions and people using special offers coupons

## Sharing content

- Schedule your posts, to best manage your time
- Research the competition
  - Research which platforms your competition use, is there a gap on a certain platform you could take advantage of?
  - Research what does and doesn't work for your competition. This can be a useful way to know how your potential customers will respond to your content on social.
- Think about the format. Different formats have different engagement rates. Videos have the highest engagement rates, and posts with images perform better than those without. Test what works best for your business.

## Measure success, learn and adapt

- Use tracking services to measure results
  - Use social media platform free tools to measure likes, follows or other interactions.
  - Using paid ads, measure metrics such as website conversions.
  - More advanced third party services can even measure things like your customer's sentiments such as positive or negative responses.

- Trial different types of content to see what works best for your business
  - Try different types of images, videos or tone of voice.
  - Test posting at different times and days of the week to learn when your audience responds the best.