

SOCIAL MEDIA GUIDE

**FOR BUSINESS
OWNERS**

BY FOXXR, INC



foxxr[®]
DIGITAL MARKETING

8 Surprising Social Media Killers You Should Avoid

Posting Social Media Content with No Strategy

Social media marketing takes strategy, precision, thought and analytics. When you post content with no forethought, your chances of success are greatly diminished. Take a minute and think about why you followed the last 10 Twitter, or 10 Instagram business pages? What were they posting that made you want follow them?

Spamming

You may think that throwing lots of link everyday is good, but it really isn't. People are going to think that you're a spammy account and may cause them to unfollow you. Besides, what's the point of posting too many links in a day? They never work. They may cause engagement but not conversion.

Paying for Tons of Fake Followers

While it might feel nice to see your follower count rise on social media, the reality is that you're wasting time and money since these followers aren't real, and they won't actually engage with you or your content. After some time, you will feel disappointed seeing that your number of followers is high, but the people engaging with you are very few.



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Using Too Many Hashtags

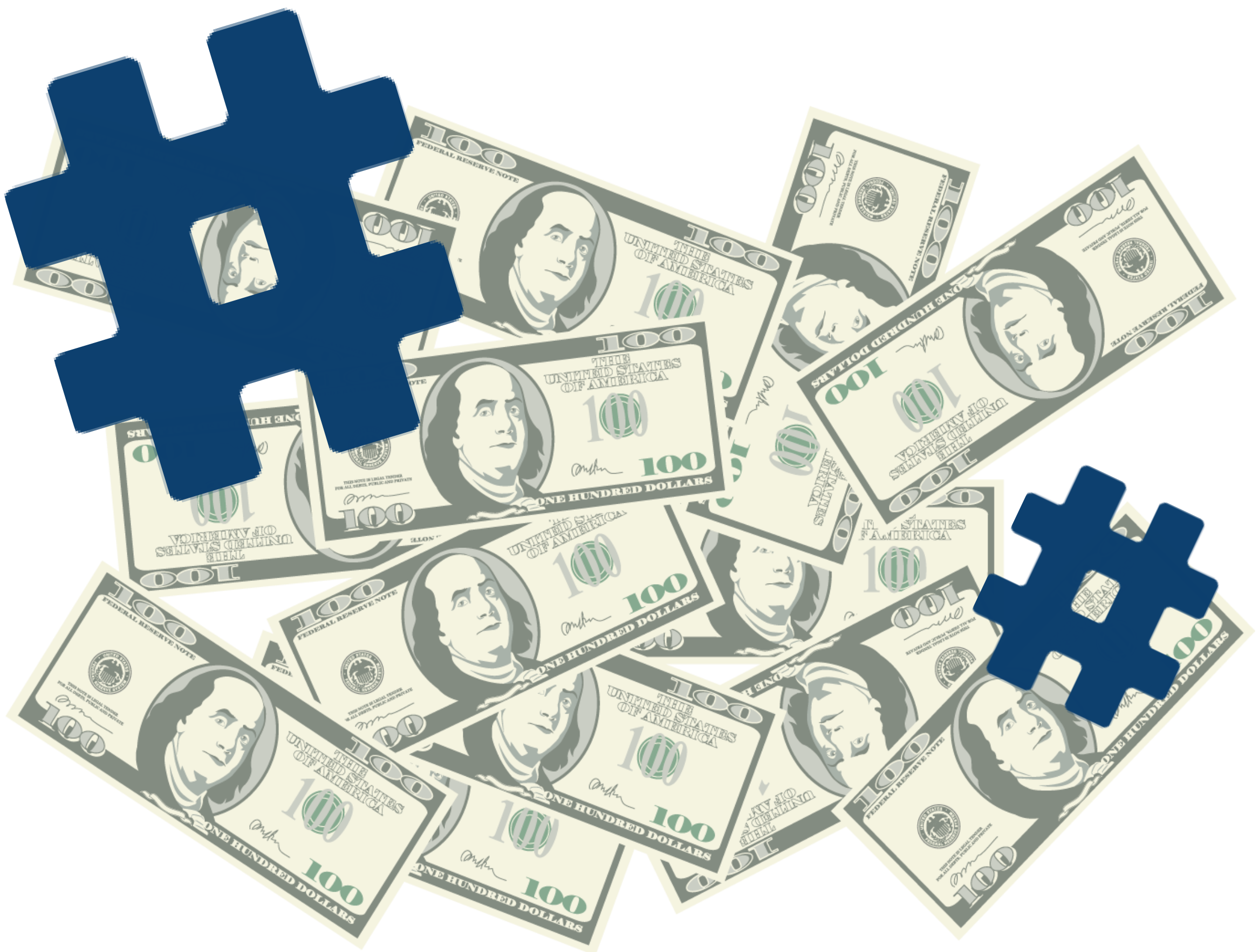
#If #your #sentences #on #Twitter #or #Instagram #look #like #this, then you need to take another look at this. Instead of trying to desperately grab at any random search someone might type into Google or Twitter, try to make your hashtags valuable.

You Don't Review Your Grammar

While this seems like a minor mistake, the reality is that misspellings and grammatical errors make your content look unprofessional. It's also not difficult to proof content before you post it OR get someone else to proof it for you.

Not Spending Wisely

You may spend too much on social media ads but nothing on hiring an SEO company to do your SMO work. Isn't that a bad choice? Why not make a balance and use your money well.



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Controversial Opinions

If you feel very strongly about something and want to weigh in, it's best to use your personal social media accounts for that and do it in a professional non insulting way. If you can leave your business out of the controversial topics you will be far better off in the long run.

Not Acknowledging Feedback

When you do mess up, social media users won't hesitate to tell you so, and this isn't something to chalk up to "haters" giving you a hard time. Sometimes, you'll come across some vulgar, verbally violent social media users who exist just to be nasty. But more often than not, the feedback you get on social media will be something you want to pay attention to.





SOCIAL MEDIA HACKS

FOR SMALL BUSINESSES



BATCHING YOUR SOCIAL MEDIA POSTS

A great schedule is a compilation of carefully planned social media posts with a space for real time updates and fresh news or posts that you can add when needed.



KNOW AND UNDERSTAND YOUR GOALS

Set measurable and attainable goals, and use monitoring tools to check your progress. This will help you make key decisions on your social media efforts.



NARROW YOUR FOCUS AND SAVE TIME

Make your research on which social media channels match the audience that you want to target for your business and the type of content that you want to share.



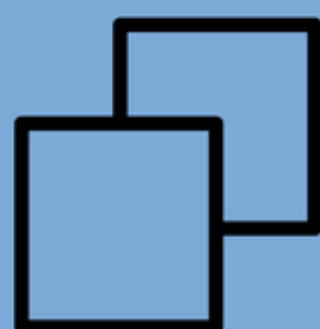
CREATE A CALENDAR

A social media calendar or schedule is necessary if you want to grow your business. Calendars can be as simple or as complicated as you want them to be.



MONITOR MENTIONS WITH TOOLS

The best social media scheduling tools have their own monitoring. This will make sure you are always on top on what people are saying about you on social media.



USE TEMPLATES

A lot of the social media posts are repetitive. If you or your team has visuals or posts headlines that are ready to be used, these can lessen the time you spend creating the posts.



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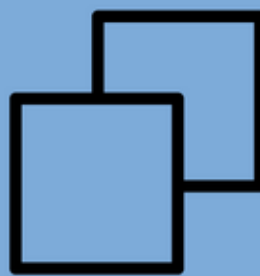
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How the WEB IS WON.

www.foxxr.com/six-social-media-hacks/

Sources

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<https://eclincher.com/blog/the-only-social-media-management-to-do-list-youll-ever-need-2/>