



Business Success & Happiness



A Guide to Social Media

By Inge Dowden





SOCIAL MEDIA IN SEVEN MINUTES

How to have a presence online without compromising your presence offline

As a busy business owner, you know that there are lots of things you need to do in order to reach your target market. You might go to networking events, do email marketing campaigns, send out direct mail or exhibit at exhibitions. You know that social media is one of the things on that list, but many business owners I know find it difficult to get their head around it and think that they don't have enough time to do it all.

Unfortunately, most people think there are only two ways of approaching social media: either do it a lot or don't do it at all. I'm going to show you how you can have a social media presence that doesn't take up too much time but still delivers the basic results you would want from it.

Remember, I'm no social media expert, but I am an expert in business growth and time management, so that's where I'm coming from here. I am sure the social media experts who read this will have a whole lot more to say on this, but this guide is for business owners who need to do many things at once and want to know how to get results quickly and without too much time spent on it.



Why do it?

I do believe that Social Media is an important part of anyone's online marketing strategy, and therefore you should definitely do it, whatever your business. Not doing it would be like refusing to use that new-fangled invention the telephone when it was introduced in the late 19th century.

If you really want to increase your sales through social media you will need to speak to an expert and/or spend at least one hour a day on it, but there are other reasons to use social media. It can help you to:

- * establish yourself as an expert
- * increase your organic SEO (Search Engine Optimisation) and come up higher on Google
- * subtly stay in touch with your customers and prospects

I also think you should ask yourself what are people going to find when they look you up online? Are they going to find one outdated website, or are they going to find a lot of useful tips and information on a wide range of platforms? And people do look you up so if you don't make sure that the information about you is what you want it to be, they will still find something.

Here are my basic rules for social media:

1. Post things that are useful, relevant and interesting to your target audience
2. Every post should have an image
3. Post regularly but spaced out (i.e. not 5 tweets one day and then none for the next 4 days).
4. Interact with people who interact with you and be personable

Let's look at that in more detail.



1. Type of post

Remember that you want to establish yourself as an expert in your field; you want to show off your skills and expertise, so make sure that every business post does exactly that. I like giving business tips and advice, as well as inspiring quotes that are relevant to business owners. Think about how you can show off your skills or expertise.

Here are some things you can consider:

- * Pictures of your designs / products
- * Recipes
- * Tips
- * Advice
- * How to (or how NOT to ...)
- * Links to articles / websites
- * Recommendations
- * Promotions (although make sure you don't become too 'salesy')
- * Competitions
- * Opinions
- * Quotes
- * Ask questions / polls
- * Interesting facts
- * FAQs
- * What inspires you

One way to plan your posts is to think of one thing to do for every working day of the week. So you might do 2 tips, 1 article link, 1 picture and 1 interesting fact. And in the weekend, you can do jokes or personal comments related to such things as sports or hobbies or TV.



2. Posting schedule

You want people to see you regularly, but you don't want to flood their timelines with your stuff on any given day. You can set yourself some rules on how much you post on the various platforms. The main ones (for most businesses) are LinkedIn, Twitter, Facebook and Instagram.

To make things easier for yourself, you want to post at least once a day on each platform that you use. And remember that you don't have to use all of the platforms – if you use only one, it's probably best to use LinkedIn. Although it's easy enough to post on all of them at the same time.

Now I know that some of you are looking at this and saying: 'I don't have time to do all that!'. But this is where the most excellent tool of all comes into play: **scheduling**.

You can use [Hootsuite](#) for free, but I recommend using [SocialPilot](#), which is about £23 per month and well worth it for the convenience of being able to bulk schedule posts, including images. You can schedule your posts, and link the various platforms, so you don't have to type in everything 6 times, and you can schedule posts months in advance. There are others that do this too, but this is the one I use and it works perfectly for what it needs to do (although there are some issues with posting to Facebook so if that's your main, platform you might prefer Hootsuite or Buffer).

And now that Twitter allows you to use 280 characters, you can use the same post for more than one platform.

If you wanted to, you could create different ones for different platforms, just by expanding on the text that you use in the initial post. Let's look at an example:

**Twitter/LinkedIn:**

Sales tip: don't give up after the first try – people need more than one contact before they buy from you #biztip #sales

Facebook/Instagram:

Most people don't buy from you after just one contact, so don't give up after your first try. Regularly stay in touch with your prospects, and when the time is right they will remember you and buy from you instead of from that person they met ages ago and can't remember now.

So here's what you need to do.

A) Decide which things you are going to post daily.

If you're doing the same schedule every week, you have to decide what to post when (Monday tip, Tuesday photo, Wednesday article etc.). But you could also decide to have one theme per week (so a week of sales tips, a week of networking tips or a week of tips on how to grow your business for example).

B) Write 3 months' worth of content.

This is one big job that might take a few hours or even a day, but when you do it in chunks you'll find it easier to come up with things that are related. And remember, if you only write one tip per week for example, you'll only need 12 tips, and the same with photos, articles etc. Or if you do it by weekly themes, you just need 12 themes (and then 7 posts per theme). Break it down and it won't seem as daunting.

C) Create images for each post, even if you think you have only text.

You can use canva.com for that, which is free and comes with preset formats for the various Social Media platforms. You can use one called 'Blog Banner' as this suits most platforms.

Make sure each image has your website on it and uses your brand colours and identity. Here are some examples of the images I use:





D) **Save** the content in a document called “Social Media Posts”

E) **Go to SocialPilot and schedule all of your posts.**

For details on how to do this exactly, just download their template and follow the instructions. But by creating one post a day for 7 days a week, you’re making life as easy as possible for yourself, as the days just follow each other. If you left out the weekends, you’d have to delete those from the schedule and you’re creating more work. This will make sense when you see how it works.

F) **Rinse and repeat after 3 months.**

Nobody remembers what you said a week ago, let alone 3 months ago, so you can absolutely recycle your posts (provided they weren’t on something topical of course). Also, during those 3 months you will have seen other things, been inspired by other people and found other articles, so they will have gone into your Social Media Document, which is now getting bigger and bigger. And because you make sure that your content is relevant, useful and interesting, it will still be so 3 months later.

This whole process will initially take anything from a few hours to maybe even a whole day, but once in place, you can have a solid online presence in less than 5 minutes per 3 months! How’s that for productivity?

3. Interact with people

The scheduled posts ensure that you have a constant presence, but social media does require personal interaction. You don’t want to be seen as a robot and above all you don’t want to send automated responses to people.

Therefore, I suggest you spend maybe an additional 5 minutes twice a week to go on your various platforms, check out what everyone has been saying, and interact



with them. Retweet some of their tweets if they are relevant and useful to your audience (and remember to schedule those as well – you still don't want to flood people's timeline with 20 retweets on one day!), comment on posts and definitely respond to people who have retweeted or reacted to your posts.

Have some conversations now and again, but you don't have to do this every day to still have a good online presence.

This system will NOT create massive engagement, but it means that people will find something if they look for you, and you'll drip feed into your connections' consciousness so that they keep being reminded of you. And when all is said and done, it is much better than not doing anything at all.

So there you go. You'll still have to put in some work at the beginning, but once that's done you can focus on all the other things you need to do to grow your business.

Good luck!

P.S. If all of this sounds too daunting, I do offer a Done-for-You service for this. It's not cheap (£2,475) but it means you're all done and dusted and can continue focusing on growing your business and delivering your products and services.



A little bit about me:

I'm Inge Dowden and I'm the **Business Growth and Happiness Coach**, helping people be happy and successful at work. I offer both business coaching and career coaching, and I specialise in leadership and employee engagement. I believe that when you are happy, you are more motivated, creative and action orientated, which in turn will make you more successful.

My typical clients are owners and employees of small businesses who want to grow their business locally, nationally or even internationally and who realise that they need to be at their very best to achieve this. I use the DISC personality profiling system to help people understand themselves and others better, to improve communication and to avoid conflicts in the workplace.

I'm also the author of *"The Happy Worker: how to find a job you love and love the job you have"*, which is available to buy from **Amazon** or through the website www.thehappyworker.co.uk.

Inge Dowden

"Because you deserve nothing less than happiness and success"



10 Herald Close | Bristol BS9 1DF | 0117 3704204 | 07865 399013
inge@ingedowdencoaching.com | www.ingedowdencoaching.com

