



Are you a small business or organisation struggling with social media? Do you hear these two words and run in the other direction? ***Fear not...we are here to help!***

Social media isn't a phase; it is here to stay and every day, it is evolving even more. To put it simply, it has changed how people communicate and conduct business for the foreseeable future. Here are some of the most commonly asked questions from small businesses asking how to use social media:

### **1. Why do I need to use Social Media?**

Social media has changed the way people communicate on mobile phones, tablets, laptops and PC's. People communicating via social media have now surpassed the use of SMS text messaging which represents a huge shift in the way we communicate. To reach your audience, you must communicate with them using the methods they use; on social media. There are literally billions of people of all ages using social media!

### **2. I don't know where to start!**

Always start with a plan. Write down your goals and objectives, form a strategy and implement that strategy through a well-structured plan. Make your goals SMART – Specific, Measurable, Achievable, Realistic and Time-bound.

Visit our dedicated blog section on social media and marketing here; downloadable PDFs are available here too.

### **3. How much time should I spend on social media each day?**

This all depends on your available resources and the number of social media sites you need to maintain. If your time and resource is limited, 20 minutes in the morning and 30 minutes in the evening will enable you to keep on top of your social media strategy. If you can spend longer on it, do; the results will pay off!

### **4. When should I post on social media?**

Consider the lifestyle of your audience when thinking about what time of the day to schedule your posts. For example, if you want to target people who work, schedule posts for

in the morning when people will be on their way to work and check their messages, at lunchtime and when they're travelling home from work after 5pm.

Test the times you post and measure the responses, or lack of. Find out what works for your business, industry and customers. You can also use social media scheduling software such as Buffer, which allows you to see when your audience is most active.

## **5. What social media platforms should I use?**

Facebook is the obvious first choice, with well over a billion users worldwide and this number is growing daily. As a business, Facebook is an ideal platform to target your audience with excellent advertising options. People in the UK check their Facebook accounts on average 14 times a day – wow!

Twitter is recommended to connect with influencers, prospects and customers. It also gives you access to information and news quicker than traditional news channels. With tweets limited to 140 characters, you must learn to say what you want to using as few words as possible. People's attention spans on social media and the internet is extremely short, mainly due to the vast amount of information available.

Instagram is a visual platform used to upload and share photos of any subject you can think of. People of all ages use Instagram and it is taking the world by storm!

Pinterest is a visual platform used to upload and share photos of any subject you can think of. Women are by far the biggest users of Pinterest, whereas Google+ is more widely used by men.

LinkedIn is a business to business (B2B) social media platform and is more formal than others. LinkedIn is an excellent platform to connect with peers, influencers and network professionally.

**Of course, there are a multitude of other platforms, but these are the more widely used ones.**

## **6. How much does social media cost?**

For small organisations and businesses, if you have little or no marketing budget, then the only cost to you is your time. The more time you spend on social media, the more the reward.

If you would like to increase your organisation's exposure, then consider Facebook advertising which can be extremely affordable and effective. This can cost as little as a few pounds a day.

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your social media. You can also email us at [marketing@365itsupport.co.uk](mailto:marketing@365itsupport.co.uk) – we are always happy to help and provide advice for your IT requirements, including your social media.