

Social Media Basics

A GUIDE TO OPTIMISING
ENGAGEMENT.

Bloom
SOCIAL MEDIA MANAGEMENT



Contents:

1. Optimise your Social Media Profile

2. Engage and be Social

3. Create a 'Look & Feel' that is consistent

4. Use the Functionality of each Platform

5. Always Check your Insights

#letsbloom

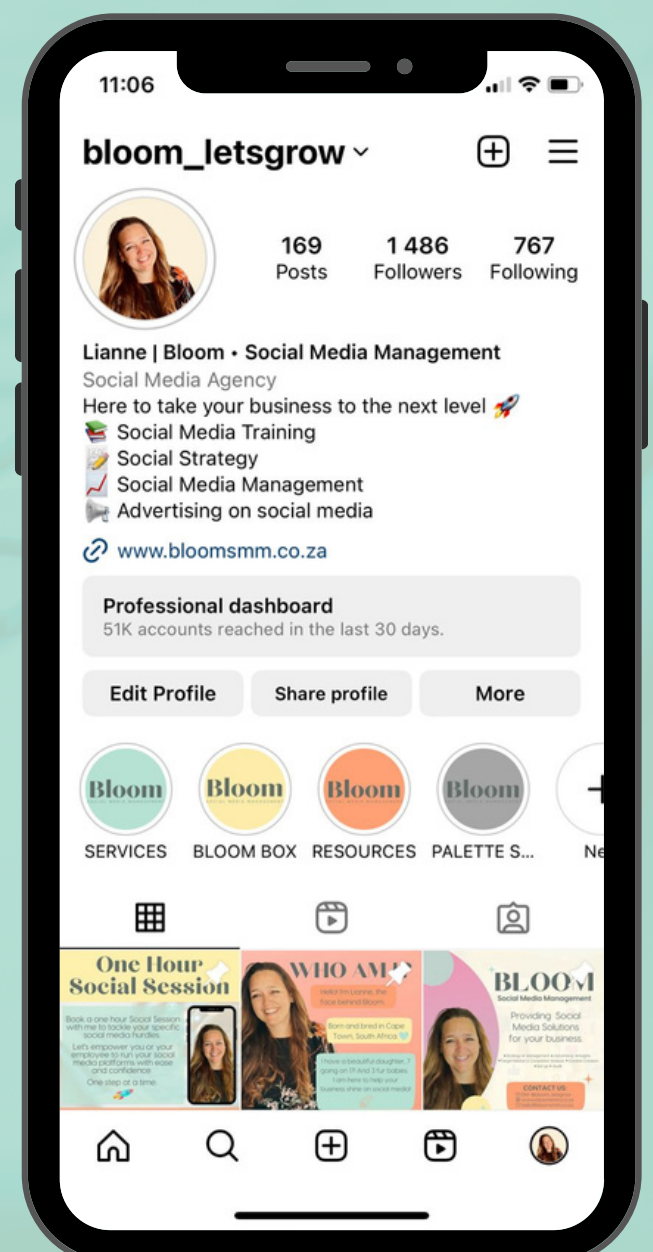
Optimise Your Social Media Profile



Optimising your social media profile/s is a very important step that should not be overlooked when setting up. This is beneficial for closing the loop between all your platforms and in your marketing strategy. Make sure that your profile picture is clear, that your bio clearly indicates your service offering and include clear contact information.

Username, Bio, Links

- Keep the username simple and as close to your business name as possible, steer clear of numbers and confusing spelling, this will allow you to be searchable.
- Your bio is probably the first thing your followers will read - make sure it is authentic and engaging.
- Add your website link! It's a simple way to drive traffic to your website/freebies/blogposts



Engage And Be Social!



There's a reason why it is called SOCIAL media, that's because it is a social platform!

Connect with your community of followers, authentically engage and build relationships!

It doesn't take much to comment on, like or share posts that you enjoy. This results in increased visibility for you and encourages others to interact with you too!

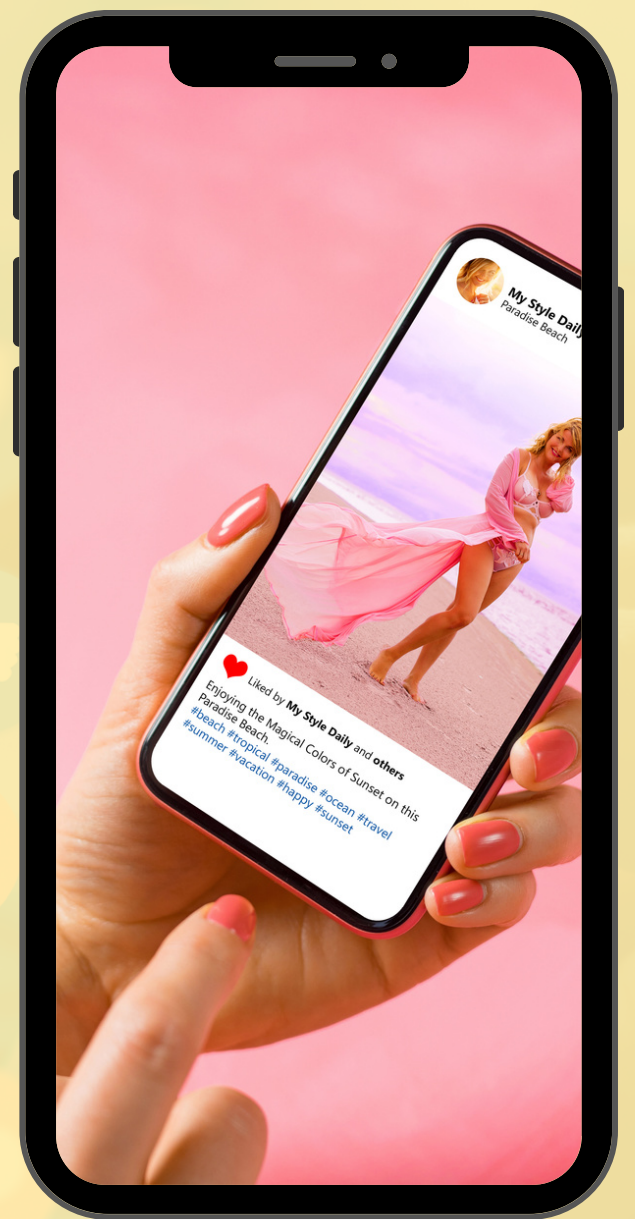


Consistency is everything - whether you are posting once a week or 5 times a week - stick to it so that your audience becomes familiar with your content and gets to know when they might get some valuable information from you!

CONSISTENCY IS KEY!

Create A 'Look & Feel' That Is Consistent

Spend some time thinking about what you would like your feed to look like - keep a consistent colour set and design style so that your audience becomes familiar with your brand and recognises your posts. You could plan a pretty grid pattern if you like, but times have changed a fair amount, people don't just want to see pretty feeds, they want to see value in content!



Along with your feed style is your messaging. This is as important, if not more important! It should be consistent across the board.

(Website/newsletters/flyers/social media) You should be putting out the same message, service offering and purpose. Your tone and the way you 'talk' to your audience matters!

CONSISTENCY IS KEY!

Use The Functionality On Each Platform



Each platform is unique with its own functionality - make use of ALL of it!

Polls

Questions

GIF's

Stories

Highlights reel

Reels

Video

Hashtags

These are just a few and will benefit your engagement massively!

Don't forget to ask your audience to perform an action - this is called a CTA. (Call to Action)

CTA Examples:

Follow me for more tips!

Do you agree? Comment below!

Click on the link in my bio for more info!



Always Check Your Insights!

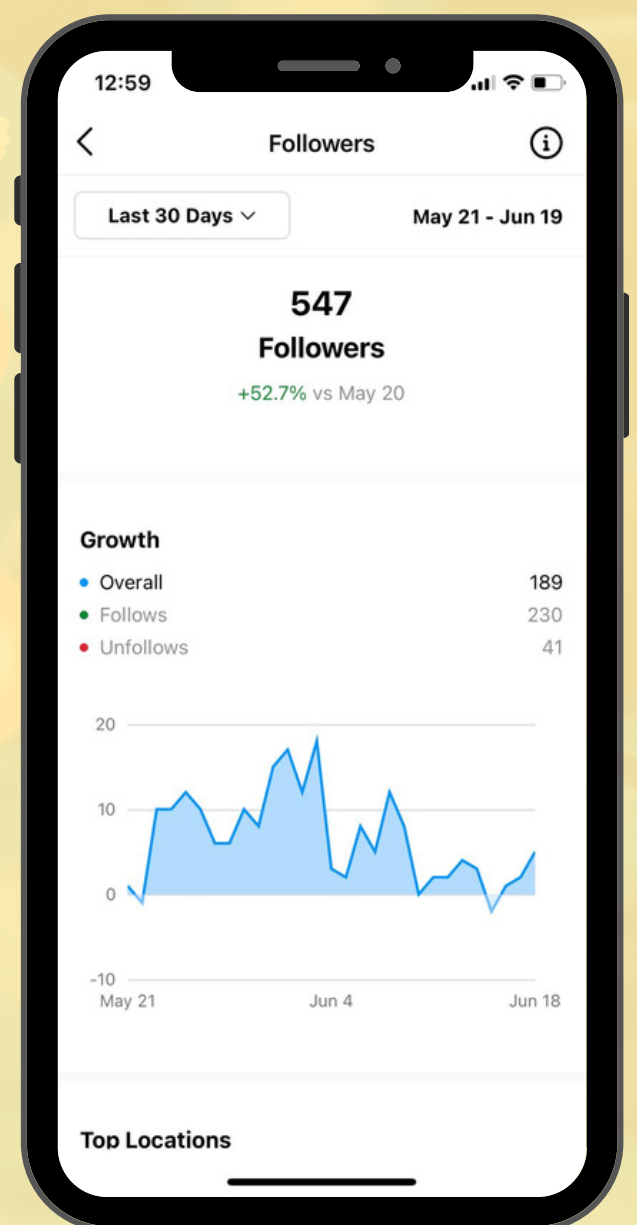
The analytics section within each platform really gives you a lot of information about how your page is doing and how your posts are performing.

Capitalise on that information and optimise your posts accordingly!

Essentially you can see what is working and what isn't working for your page.

You can check your demographics
How much your page has grown in a certain period, where the peaks and dips are within a month.

Checking regularly and implementing positive changes will only assist with business growth!



The analytics/insights on each platform are there to help you understand your audience on a deeper level. Make use of it!