Quick Tips
9 Ways To Succeed On Social Media

Full article:

1. **Research**
   Immerse yourself in your target audience. What do they like on Facebook? What do they tend to retweet?

2. **Determine goals**
   Be crystal clear about what success looks like to you on social media. Typical goals include brand awareness, or smoother, faster customer service, or customer retention.

3. **Get Everyone On Board**
   Make sure that everyone who touches your social media account are on board and fully support your social media efforts.

4. **Choose Your Channel Voice**
   Treat each social media channel differently. Just like children, each has its own special needs and if you try to manage them all alike, it will not work.

5. **Be Responsive**
   If a customer reaches out to you on social media — for good or bad reasons — you must respond. Quickly, politely.

6. **Staff It**
   You might want to assign one person to move (and handle) any customer service issues offline. Just make sure they are empowered to actually fix things for your customers. [See this useful article for tips]

7. **Schedule It**
   Research when your customers are most likely to be online on your social platform of choice, and plan on putting your best stuff out there then. Use free tools like Buffer, HootSuite and SocialOomph.

8. **Analyze, Analyze, Analyze**
   Make sure you examine how each post performs and adjust future efforts accordingly.

9. **Spend Wisely And Slowly**
   Before you pay a penny to boost a post or sponsor anything, first find out what is deserving of increased awareness and what is not. Test, test, test.