

Social Media - Week 1:

Social Media Platforms

Focus: In this video series we will breakdown and simplify social media. Looking at the different platforms, strategy, content planning and how to track your social media data and insights. In this first video we will start by looking at the different Social Media platforms in order to understand which ones are right for you.

Common problems/mistakes:

- Some people think they need to be on all social media platforms;
- Business owners don't take the time to learn each platform;
- Many treat/use the different platforms in the same way.

Why is it important:

- Your page is often your shop front / your customers first impression of you;
- We only want to spend time where our customers are;
- Social media management is a job in itself, so we need to be clear on what value it brings to our growth and development.

How to do it well?

Screen Share:

- Social Media platform comparison.

Template/checklist:

- Social media platform comparison.

Tips for success:

- Ask your customers what platforms they use;
- Take the time to understand why they spend their time there;
- Give your self permission to learn what you need to for about 1 or 2 platforms rather than using them all.

Task:

Download and review the social media comparison sheets in order to identify the best fit for your business.