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# SOCIAL MEDIA & YOUR BUSINESS

## How to Harness Its Addictive Powers for Your Benefit



### TECH TIPS

By Kelly McNeil, TechBldrs, Inc.

In recent years, social media has gotten a bad reputation. Whether it's because social media can be a source for terrible misinformation, because people spend hours of unproductive time each day on it, or because it's just downright addicting, it's easy to think of social media in a negative light. However, there's no denying that social media platforms are an indispensable part of daily life for the 3.8 billion people a day who use them.

But what can social media do for your business, and why is it so important that you maintain a presence on it? How can you best use it to grow your company and connect with current and potential clients and customers?

### 1. Increase awareness of your company, and maintain existing customer relationships

The average person today has, on average, eight social media accounts. Between Facebook, Instagram, LinkedIn, and other platforms of choice, that's a lot of screen time! If your company is present on even just a few of these platforms, you'll be reaching both current and potential future customers.

Starting small with regularly-updated Facebook and LinkedIn pages is a great way to ensure that people who engage with your business on social media get a good idea of what your business is all about. The ability to create a connection and humanize your company is one of the key benefits of social media: it lets your customers feel like they're not just interacting with a company, but with the people who work in that company.

### 2. Stay on people's minds

According to the Pew Research Center, most people log into their social media accounts at least once per day, while many check back multiple times a day. Maintaining an active social media presence gives you the opportunity to connect with followers every time they log in. Make sure your social posts are entertaining and informative and are reflective of your company culture — your followers will be glad to see your new content, and it'll keep you on their minds.

### 3. Increase website traffic

Social media posts and ads are a key way to drive traffic to your website. Sharing blog posts or pages from your website on social media is a great way to get readers to engage with your website and the content you're producing. Sharing posts from your blog is also a great way to increase your visibility and showcase your expertise on a subject!

Make sure your website address is included in all of your social media profiles so that people who want to learn more about you and your company can do so with one easy click. Even better, consider using a pinned post to highlight your website on your social media channels.

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## TECH TIPS

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### 4. Manage your reputation

According to GlobalWebIndex, almost two-thirds of customers use social media to research products and services before they go ahead with a purchase. People are already likely talking about you on social media, whether or not you're there to know about it and respond. If you're on top of things, you can respond to reviews and posts (both good and bad!) to highlight the positives and address the negatives. Being engaged shows customers that you care about what they have to say!

you're evolving to best serve them as a business.

71 percent of consumers who have had a positive experience with a brand on social media are likely to recommend that brand to their friends and family. You can see why it's no surprise that social media marketing is essential for your business! Managing your online presence and making sure that you keep in touch with your audience with informative and fun posts will go a long way in terms of building positive relationships with customers. It's likely you spend hours a day on social media already — why not harness that power for your business?

### 5. Crisis communication

The recent COVID-19 outbreak has showed us all just how important clear crisis communication can be. We all got a flood of emails in our inboxes from companies detailing their plan for the current pandemic situation, and for good reason — people who trust businesses want to make sure that they can continue to trust them. Using a social media platform to respond to current issues (whether socially or related to your business) means that clients can always be confident that

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