



# Parachute Digital

Guiding you through the digital landscape

## 10 Tips for Social Media Success

### 1. **Social Media is not a campaign with a start and end date**

You are starting a relationship with the Australian public, you need to value it and be prepared to make a long-term commitment. This isn't a fling.

### 2. **Be honest & transparent in all of your communications**

Social Media is a wonderful place for building trust, but to do that you need to respect your followers as individuals and value their contribution by answering *all* of their questions as honestly and as efficiently as possible.

### 3. **Don't make promises you can't keep**

Make sure the person you use to do your social media knows how to speak to the public because your goal is to use Social Media to build trust, not destroy it.

### 4. **Social Media is not a stand alone channel**

Your Social Media conversations should match the tone and message of your other marketing and communication channels. You don't want your customers to think they are in a relationship with Jekyll & Hyde.

### 5. **Focus on quality, not quantity**

Not everyone is interested in your story, so focus your energies on finding and winning over your perfect [Social Media] match.

### 6. **Put the Community's needs first when creating & sharing content**

Social Media is not a broadcast channel for your business, rather it's an opportunity to empathise, educate and empower your community. Start the relationship with the best of intentions.

### 7. **Remember, in the digital world 'Content is King'**

Before you even think about 'going live' in Social Media, create a library of content with articles, videos, photos and research that tell an interesting story that people want to be a part of.

### 8. **Prepare for the unexpected with an Online Response Assessment Guide**

Empower the person who does your social media to deal with sensitive subjects when they arise (and they will). Just like in any romantic relationship, it's wise to anticipate the tricky questions.

### 9. **Set goals that are relevant to the medium**

Social Media is not a killer sales channel *but* you still want to measure your return on investment. Invest in robust tracking to ensure that you have something solid to look back on.

### 10. **Don't underestimate the opportunity in front of you**

You have found a cost-effective and powerful market research tool that allows you to make meaningful connections with your desired mate. Don't blow it!

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