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# 5 COMMON SOCIAL MEDIA MISTAKES

COMPANIES NORMALLY OVERLOOK



Nowadays, companies that want to reach out to their consumers use social media.

It's efficient. Engagement, advertising, and even marketing can be done through social media. But there are common social media mistakes that even the largest companies tend to overlook.





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# Five common mistakes companies make in social media



## **1. Companies do not share enough positive articles about them.**

Publishing articles can create engagement with the followers. Share more of the company's positive media events, the company's behind the scenes, it can create credibility and it can also strengthen the company's relationship with its customers as it shows that real humans are running the company. However, keep in mind that the content you are sharing must be entertaining, relevant, and interesting to the followers.



## **2. Companies do not use LinkedIn when sharing content in the social sphere.**

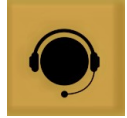
LinkedIn claimed to be different from the mainstream social media sites. It is a platform for professionals, companies, job-seekers and alike. Some businesses skip LinkedIn because most of the marketing strategies that worked effectively on other social media sites may not work on LinkedIn. It's actually true, it's difficult to be effective on LinkedIn but it's not impossible. With its large network of 450+ million active users, you can start on sharing infographics, relevant content about your services or your niche. Experiment and experiment, and you'll find the right posts to share.



### **3. Trademarks avoid conversing with their followers.**

Remember that in order to succeed in Social Media, you need to engage, converse and get in touch with your customers.

Ask more questions, create commitment and answer your followers' questions. Keep in mind that customers do not always tag you or your competitors' businesses in their tweets or in a post, you must make sure all messages are resolved and answered. Silent companies lose customers. You can win a lot by being more like a normal human when you converse than a bot.



## 4. Go visual!

People prefer visual content because it is easier to understand than plain text, but many companies miss this when they social media, especially on Twitter. When you promote a product or a service in social media, it must be concise and clear to your viewers.

Aside from being informative, it also needs to be entertaining and easy to the eye. More study shows that social media content with images, videos, and infographics get more click, comment, ts and shares than just plain text advertisement. Market your product as it is, don't make false marketing claims. It can lash back at you **BIG TIME.**





## **5. Don't make it more about you, make it more about your customers.**

Publish more content that is not just about the company but that is useful and interesting to your followers. How do you find out what interests the company's audience? Listen strategically. With an ear to the company's social platforms as well as the eyes of real-time trends, you can create messages that build engagement. When we know what people are interested in, what they are looking for or what problems they are trying to solve, your content may be much more effective. Effective messages are about creating the right message to the right audience.



There's actually more red flags to avoid when you're running a marketing campaign on social media. Mastering the art of social media marketing also takes more time than you can imagine. You can learn these step by step or if you're just not a techy person, you can hire professional Social Media Marketers that will get you the results you deserve!



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