

## Increase Your Reach and Engagement With Social Media

Social media has reshaped how firms engage with the business community and their clients. More and more businesses use it to increase awareness, share updates and make connections, as well as to consume news and learn from industry leaders. To increase your firm's presence on social media, involve your entire team; everyone can help your firm's posts go further. Below are steps to a successful social media plan:



### LISTEN TO YOUR AUDIENCE

Prospective and current clients are on social media. Start by following their posts. Identify platforms on which they are most active and the topics they post about most frequently. If you provide industry-specific services, search for relevant groups and news.



### SET OBJECTIVES

Are you trying to strengthen your brand? Educate your followers? Take time to figure out what you are trying to accomplish with your social media efforts.



### STRATEGIZE

Determine how to reach your objectives and the platforms to use. Each social media platform has a unique user base, and each post should benefit the reader. Identify a dedicated employee to lead your social media efforts. Test things out, see what works best and adjust accordingly.



### IMPLEMENT TOOLS

Ideally you should have some social media posts planned out in advance. HootSuite, Sprout Social and Buffer are programs that allow you to schedule social media activity as well as analyze how well posts perform. Utilize tools such as Bitly to shorten URLs.

## POSTING TIPS

### Use the most popular social media channels to post a variety of engaging content:

- Facebook and LinkedIn are ideal places to post company news and updates, as well as blogs, white papers and infographics
- Twitter is an excellent platform to interact with your target audience via direct tweets, retweets and more. You can also identify your target audience's most frequently used hashtags and take advantage of them to garner more attention
- Slideshare is popular for sharing presentations from webcasts and events

## Find the right balance for your posts

Over-sharing can be harmful, but repeating posts on different platforms is acceptable. To find the right balance, follow these suggestions:



### SHARE

Share one to two posts on LinkedIn and Facebook daily during business hours



### POST

Post on Twitter at least three times a day during business hours



### LIMIT

Avoid spamming your audience with too many posts

- Share relevant information and news your customers care about
- Make posts visually appealing by utilizing images, videos and photos
- Pose questions to increase comments and engagement
- Use relevant hashtags to make it easier for people outside your direct followers to find your posts
- Get active on social media while attending conferences and events
- Be mindful of character count limits for different platforms, and try to keep posts short and concise

So jump right in by following clients, peers and industry leaders – and start posting! Remember, you can share content created by others; you don't always have to create your own. While response to activity may be slow at first, posting on social media is trial and error. Measure results against your goals at set time intervals (monthly, quarterly, yearly), and audit your posts and responses accordingly.