

3 Simple Ways To Build A Better Social Media Presence

1. Get smart goals

Pop quiz: Why are you on social media in the first place?

If your answer is resounding "Uhh..." or "Everyone else is on it," you might have a problem. The concept of SMART goals has been around for decades, but they are so important to your social media presence today.

In short, brands should set goals that are specific, measurable, achievable, relevant and time-bound.

An example of a good SMART goal for social media marketing would be something like "We'll increase our Twitter response rate by 25% by the end of the first quarter."

Specific: "We've specifically identified the social channel (Twitter) and a metric (response rate)."

Measurable: "How are you measuring your social media audience growth or depreciation?"

Achievable: "We didn't make an outlandish goal of say, a 100% increase in 10 days."

Relevant: "Our goal will have an impact on our overall social media presence, making it very relevant."

Time-bound: "The goal has to be met by the end of the first quarter."

Assigning your social media efforts a concrete purpose helps you avoid the trap of posting aimlessly.

2. Identify Your Audience

After you've outlined your goals, you need to outline your [target audience](#).

PRO TIP

"everyone" is not an audience.

Maybe it's prospective customers. Perhaps it's industry players and influencers. Either way, breaking down your audience will help you figure out the following:

- Which social media sites you're active on
- Your posting schedule
- The type of content you publish
- Your [brand's voice](#)
- Your posting schedule

Many brands spin their wheels because they don't post content that speaks to a defined audience. Spend some time looking at your audience personas, understanding what their challenges are and what brands they already love via social. This sort of competitive analysis can help you understand how your own social media presence can stand out from the crowd.

3. Seek Relationships, Not Just Followers

We can debate all day whether or not your follower count is a vanity metric. That said, having 100 followers who regularly engage with you and your content are infinitely more valuable than 10,000 that ignore you.

It might be cliché to say, but don't leave the "social" out of your social media presence. The beauty of social is that you can form relationships in an instant with followers from just about anywhere.

If you're not exactly sure where to start when it comes to relationship-building, here are some quick ideas:

- Always @mention people you reference in your social media posts
- Answer questions people ask
- Reply when people @mention you or share your content
- Don't just Retweet and Like other people's content; reply with a comment to start a conversation