

Social Media Guide: Beginner

How to Get Started on Social Media



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Notice

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We have taken extensive measures to ensure that everything we present is, to the best of our knowledge, factually correct both according to our own experiences as professionals in the plumbing industry since 1955, and according to our knowledge and understanding of the plumbing industry since that time as well.

As with all education taken for free from the internet, proceed with caution.



Preface

Introduction

Congratulations! You are now a proud owner of a social media account. You have started to unlock all of the grand potential that social media offers.

But: How do you maximize that potential? A key of course! But not a physical key; a metaphorical key that provides you with all the knowledge and guidelines on how to use social media in a way that positively benefits you and your company.

This guide is designed to be that key; helping you unlock some of the basics of the social media world. Think of this guide as your pool floatie you wear when learning to swim.

We have recorded five key principles to follow to ensure that your social media account succeeds at helping you build good relationships with your existing customers and attract new customers.

An Important Note

Before we jump into the five principles, it's

important to note that gaining a large following on any of your social accounts will not boom your business. There is no such thing as getting rich quick. Similarly, a big social media following is not the be-all-end-all of business success.

Have the right expectations going into building a social media following and you are far less likely to be disappointed.

The purpose of social media is to build a strong relationship with your customers and inadvertently attract new ones. It is a commitment that takes time and patience. It is not for anyone looking for a shortcut!

Marketing is not Sales. Social Media is not Sales. As long as you understand this before beginning, social media can be a great source of connection with your audience.

With that out of the way, let's get started!



Chapter 1

Entertain or Educate: Post What Your Followers Want to See

Now that you are on social media, we're sure you are itching to create your first post. But what should you post? A picture of your dog? Pictures of your product?

It's easy to fall into the habit of posting what we want to see on social media, but people don't follow us because we do what we want: they follow us because we do (or share) what they want.

It's important to spend some time thinking of (and experimenting with) what it is your followers want to see. You want to strike a

balance between what your followers might grow to expect and what you can actually do consistently. If each social post takes you hours to make, it's likely not a long term strategy.

Don't just post about your product. Don't always be searching for the upsell.

Most people on social media get followed because they are educational or entertaining. Aim to be at least one of those things.



Chapter 2

Create a Consistent Posting Schedule

As you begin to find your groove on what to post, it's important to also begin posting frequently.

Creating a consistent, solid posting schedule will allow you to become predictable to your social media following. They want to know what they're going to get by following you (the same reason movies have trailers—we want to know what we're investing in before we've wasted our time).

By focusing on consistency (both in how often you post and what you post), you will have a much easier time attracting new followers.

Consistent posting also allows you lots of time to plan ahead of the content you're posting. We have found that planning a month in advance is a great amount of time to ensure you aren't scrambling to come up with a piece of content every single day.

Speaking of: we've personally found daily posting to be the best approach. It prioritized both quality and quantity without being overwhelming in one way or another. If you're unsure how often to post, start with 1 a day for as long as you can.

Have you ever been scrolling social media, see a post from someone you don't recognize, and wonder how they popped up in your feed (or why you're "Following" them)? Chances are there has been enough of a time gap between when you followed them and when they recently posted that you've forgotten about who they are.

You never want your followers to forget about you, or to think that you have forgotten about them. By posting every day, you keep your followers engaged and create a sense of routine that your followers can anticipate and look forward to (even if just subconsciously).

How Do I Post Daily?

It is not easy to stay organized by posting daily, but there are a variety of resources that can help you keep your social media content organized and scheduled.

Some resources you could use to schedule your posts are:

- Business.facebook.com
For Instagram & Facebook
- Hubspot
- Hootsuite
- Later.com

Many CRMs also have included social media schedulers, so be sure to check those out if your company already uses a CRM.

Click below to watch



Advance Your PEX



Stainless Steel PEX Fittings

Create a Buyer Persona

Something important to think about when creating content is who your target audience is. How do you figure out what your target audience is though?

Well, ask yourself that same question in another way: What are similarities between your average customer? What is their age? Gender? Job title? Company niche?

Writing down this information is often called a Buyer Persona. Many services invite you to go as far as to assign a name to a particular persona so that you will stop thinking about them as a nameless, faceless group of people, and instead identify them as individuals.

After all, we're not selling to groups of people: we're selling to individuals.

After you answer some of those questions that make up your Buyer Persona, ask yourself: what would they want to see when scrolling through social media?

Note: This does not mean you can't try other content that might not immediately interest your target audience. Don't be afraid to try something new! We will cover this more in a bit.

It's also good to experiment with different types of content from time to time.

If you've found a bit of a groove with educational content, for example, switch it up with something funny. Hop on a trend. Post product photos, sure, but also post photos of people. Try something interesting from time to time.

However, don't stray too far from what makes your brand yours. We still want to keep your content somewhat uniform. What we mean is: in an ideal world, someone should be able to see your posts and be able to tell it was you that

posted it without having to look at the name. It just feels like something you'd post.

You can do this by using similar fonts, colours, and tone in your posts. Making your page cohesive will help attract new followers you want (and repel the ones you don't want).

Pro Tip: Canva is a great tool to help you create template style social posts!

Click below to watch



Hidden Strengths of a



Better Gear Clamp



Chapter 4

Be Social

This is one aspect many people forget. It's easy to get caught up in the posting of social media and forget about interacting with your customers and potential customers.

For best results, take some time to like, comment and share posts that you see and enjoy from accounts you follow.

By participating in their posts, it will hopefully give them a nudge to repay the favour sometime. This also shows your followers that you aren't just posting and leaving, you are actually engaging and interested in what others are saying.

Another inadvertent benefit: By doing this, you are always finding new ideas for content.

If someone you are following runs a successful campaign, you could reverse engineer why it was successful and put your own spin on it.

Consistent social media posting can become taxing. You should always be on the lookout for new content ideas! No need to reinvent the wheel.



Chapter 5

Fail Up

Try something. Then try something else. Then try something else. Once you have tried a variety of different styles of content, you can start to see patterns and see what really works, and what doesn't.

You should come to expect that some of what you post is going to bomb. You believed it was going to be the post that went viral, and instead you got crickets. How do you ensure this wasn't a total waste?

Fail up. Take that mistake, learn from it, and then use that new knowledge to do better next time.

If you find that your followers enjoy real photos of you and your team members (for example), maybe in a month you try to double the amount of real photo content you post. See what happens. Worst case, you learned something about what your audience doesn't want to see (kind of like Edison and the light bulb).

Social media is always shifting and changing, so just be prepared for new trends to take over. What you're doing today might not work tomorrow. Hop on trends and try new things. You just never know.

However, in saying this: be sure to stay true to you and your companies values, as some trends definitely don't make sense for your company to participate in.

Pay attention to what posts get the most interactions and likes. Those are the types of things you should be doing more of! Just don't be afraid of a bad post. It happens to the best of us.




Postface

Summary

By following these five principles, you will be able to establish and run a solid social media account. Don't be afraid to trust your gut and do what feels good. If you don't try, you will never know.

Remember to go into running an account with the right expectations. Social media is about people, at the end of the day. Have fun and try!



Postface

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