



OCTOPUS
M A R K E T I N G

**7 mistakes you're making on social media
...and how to fix them!**

Social media ...without the slip-ups

With a whopping 2.8 billion global users, social media is a potent tool for increasing your brand recognition, engaging your audience, converting customers, and more. So if you're absent altogether or boring people to tears, you could be seriously damaging your brand.

Like a lot of businesses, in the long run you may find it's more practical to outsource your social media updates. But if you prefer to post your own, you might be falling foul of some common pitfalls.

At OCTOPUS, we manage social media updates for all sorts of businesses. Here are some of the biggest social media mistakes we see – and how you can fix them.

Mistake #1

Posting sporadically

How to fix it: Regular activity is key here, so give social media the time it deserves. Set aside time every week for social media messages, and use a scheduling tool like Hootsuite to plan ahead.

Mistake #2

Using stock images with no personality

How to fix it: Visual posts make a great impression. But if you really want to sock people in the eyeballs (in a good way), choose bold, interesting images that make them sit up and take notice.

Mistake #3

Being too formal

How to fix it: Social media is an opportunity to let your brand personality shine through. So inject a little oomph into your posts with chatty, friendly language that makes people smile.

Mistake #4

Bombarding people with sales messages

Variety is the spice of life, no? Spice up your social media by sharing a wide range of content, such as interesting articles, useful tips, relevant news and funny memes.

Mistake #5

Lack of engagement

Remember, social media is a two-way street, not a void to fling content into.

Really engage with your audience by following them back, liking their posts and responding to mentions.

Mistake #6

Spreading yourself too thin

Rather than trying to be everywhere at once, be choosy with your time and efforts. Focus your energy on those platforms that deliver the best results for you.

Mistake #7

Painting an inaccurate picture of your business

It may sound cheesy but authenticity is really important to customers. So don't try and present your business as something it's not. Be true to your company's values.

How can we help?

Discover how **OCTOPUS** can manage your social media updates and help you build a lively, unique and engaging online presence.



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