

# 21 MISTAKES TO AVOID WHEN USING SOCIAL MEDIA FOR BUSINESS

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- EDITION -

# About The Author



Jason Squires describes himself as a serial entrepreneur and social media obsessive. Over the past decade he's been responsible for starting four different companies-two of which were, admittedly, spectacular failures.

The other two however have gone onto achieve great success, with one taking start-up capital of just £50 and turning it into a **six-figure turnover**.

Jason attributes the success of these companies to **leveraging Social Media**.

By utilising websites such as Facebook, Twitter & LinkedIn, he reaches out to the right audience at the right time, generates interest, and **generates new customers** - *consistently* month on month.

**Starting from zero**, Jason has grown his current companies Facebook Fan Page to over **15,000 Fans**, Twitter account to **26,000 Followers**, and LinkedIn profile to over **6,000 Connections**- all using free methods.

Today, Jason runs a workshop titled '**The Social Media Masterclass**'.

Having made stops in cities across the UK, Jason has helped over 1,200+ businesses understand the importance of social media and how it can be utilised to **generate revenue**.

From universities and energy companies to gyms and photographers, the list of companies currently implementing the **social media plan** taught by Jason is vast and diverse.

In addition, Jason offers private consultation and training for companies (both big and small), providing insights into the art of **generating leads and sales** through social media.

## 21 Mistakes to Avoid When Using Social Media for Business



Jason is also the author of **'What To Say On Social Media: The Small Business Guide To Being Social On Social Media'**, a book dedicated to helping businesses find the right social media formula.

To learn more of Jason's upcoming Social Media Masterclasses, please visit: [www.JasonSquiresOnline.com](http://www.JasonSquiresOnline.com)

Enough of the bio, onward with the content!...

# 21 Mistakes To Avoid When Using Social Media In Your Business

With new social media platforms pop ping up all over the internet and existing platforms in an almost constant state of flux, it's all too easy for businesses to flounder in the deep waters of social media.

Fear not though. Success is just around the corner.

Taking the time to identify the potential pitfalls and obstacles your company might face can help you steer a steady course. To point you in the right direction, here are the **21 mistakes** you need to **avoid** when using social media for your business.

## 1. Starting Without A Goal

Before your business even sets foot on a social media platform it's vital that you know what you're looking to achieve.

Whether you're planning on marketing your latest product, looking to increase brand awareness, or hoping to receive some valuable feedback, you must start out with a primary goal.

That goal may change in the future but to it will play a huge role in the approach you take to kick-start your campaign.

## 2. Plodding Forward Without A Plan

While an initial goal is fine for driving your social media campaign during its early days, you'll need something a little more substantial if you're ultimately going to achieve success.

Putting in place a clear and precise social media plan that can be easily followed will help save time, effort and money in the long term.

How detailed your plan is comes down to your own preferences, but at the very least it should include clearly defined parameters relating to who will operate your social media profiles, timescales for usage and interaction, and an in-house guide to the type of content you're looking to share.

### 3. Not Analysing Your Progress

A firm goal and solid social media plan are no guarantee of success.

In fact, for some companies they prove to be just the opposite. It's easy to get carried away with the day today running of your social media campaign without looking at the bigger picture.

Taking the time to analyse your progress and success rate can quickly identify a need to change your goal.

All businesses have to adapt their campaigns at one time or another, while most have to do so on a semi-regular basis. analysing will let you know when it's time for you to mix things up.

### 4. Abandoning Your Social Media Platforms

Whether you're sharing pictures on Instagram, tweeting on Twitter, or posting updates on Facebook, nothing will derail your campaign quicker than a profile page which looks like a ghost town.

Be sure to regularly update *all* of your social media profiles with fresh, relevant, and interesting content. If you're struggling to keep up with what you've posted, keep a spreadsheet or diary.

All of that being said, if you do find that one of your platforms is underachieving, it may be more productive to pull the plug on it.

## 5. Don't Lose Faith!

As with all aspects of business, a time will come when you start to wonder if your social media campaign is worth the time and effort.

That time may come early on as you struggle to attract followers or it might come much later during a lull in activity.

At times like these it's worth keeping the faith. While it might not seem it, social media almost always has the potential for success. It just takes a lot of hard work to get there!

## 6. Don't Sound Artificial & Robotic

It's not only the planning aspects of your social media campaign that present potential pitfalls. How you approach social media can also have a huge impact.

If you really want to be accepted by your audience it's essential not to adopt a robotic approach.

People quickly tire of corporate, dry, boring, drivel. Try adding a touch of **personality** to your content and engagement will increase!

## 7. Don't Act Amateurish

While it's important not to sound like a faceless corporate entity, it's equally as important not to come off as amateurish.

Yes, social media is about being social but at the end of the day your company's reputation is on the line every time you log into Facebook, Twitter, etc.

Be sure then to adopt a **professional but friendly approach**.

## 8. Don't Be Rude To Others

You wouldn't be rude to a customer or client in a face-to-face setting so it should go without saying that you shouldn't be rude to them through social media.

In fact, adopting a polite and friendly stance in all interactions should be at the top of your social media policy.

## 9. Don't Insult Your Competitors

It might seem that this is merely an extension of the above, but you might be surprised to learn that more than a few companies seem to think it's okay to disrespect their competitors via social media.

While you and your hardcore fans might get a kick out of a throw away insult or two, everybody else will be looking on with an eye brow raised.

Much of the internet feels like a perpetual slanging match and quickly turns users off. Don't let your social media profiles do the same.

## 10. Don't Promote Confrontation

A further extension of the two points mentioned above, it's important not to use social media as a tool to attack others.

If there's any hint of confrontation, take the highroad.

Stay calm, converse logically, and, in the event that things escalate, be ready to cease interactional together.

If somebody is adamant enough to want to get into a virtual argument, an official letter provides a far more professional outlet for you to utilise.

## 11. Don't Buy Followers

As you look to build your social media presence you might be tempted to buy followers from a third party.

Don't!

It's all too easy for companies to forget that they're not in the business of attracting followers; they're in the business of attracting the *right* followers. While 10,000 followers might seem attractive, 9,900 followers that aren't located in your geographical area or have zero interest in your products or services makes for a bucket load of wasted money.

## 12. Don't Spam Your Followers

Once you have a following, it's important to treat them in an appropriate manner.

This stretches beyond adopting a friendly and personal approach to the content you share. Whether you're sharing video on Vine, posting photos on Instagram or sharing a great Facebook link, make sure you avoid spamming your followers.

Don't bombard them with useless, irrelevant material; don't pummel them with never-ending links to your latest product; and don't pester them with link-bait posts.

## 13. Don't Accept Spam & Offensive Content

It's not alright to send spam so it's not alright to receive it.

There are droves of internet spammers out there that will latch on to your social media profiles as a means to promote who knows what. Don't let them.



Filter and delete incoming spam and block persistent spammers. The same goes for offensive content, including obscene, insulting, and blue language.

## 14. Don't Rehash The Same Tired Content

Sure, your blog post, fill-in-the-blank status update, and motivational image are anything but spam, but that doesn't mean you need to post them time and again.

One of the biggest drawbacks of social media is the constant rehashing of the same old same old. Try to be original with the material you share.

## 15. Don't Be Afraid To Start Over

When it comes to sharing content, it's important to know when to hit the delete button.

Whether you've written an entertaining post that on second viewing is pretty outrageous, shared erroneous information, or filmed a video that's a little too over the top, don't be afraid to start over.

And don't be afraid to adopt a better safe than sorry approach.

## 16. Don't Say More Than You Mean To

As in an office or work place setting, social media is governed by the Data Protection 1998 Act.

Disclosing information about your clients, customers, and other contacts has the potential to create huge legal problems later down the line.

If you're planning on sharing anything, be sure to give it the once over first.

## 17. Don't Forget To Interact With Others

Too many companies seem to gloss over the fact that social media is a two-way street.

Many expect to achieve success simply by throwing their own information out there. The most successful social media marketers however know that by joining in conversations and interacting with others, you're more like to garner success.

Get involved in what your followers are talking about, sharing your experiences and well thought-out advice. Set yourself up as an expert and you'll soon find others seeking you out.

## 18. Don't Forget To Respond

Social media can quickly become a hive of activity so it's not surprising that many people simply forget to respond to messages, posts, comments, and other communications.

If you want to set your company up as being reliable, approachable, and professional, make sure you respond to everything you possibly can.

## 19. Don't Take Too Long In Your Response

The advent of social media has generated a consumer market in which customers expect their problems, issues, and comments to be addressed in almost real time.

Now, there's nothing wrong with not manning your social media profiles 24/7 or even leaving it unattended over the weekend, but ensuring you respond to all correspondence in a timely fashion is essential. Planning on operating your profiles at strange times?

Let your followers know on your profile page or website.

## 20. Don't Censor Criticism

Social media has made it easier than ever for the customer to provide companies with feedback.

As you might expect, negative criticism is far more common than positive comments. When you receive negative criticism (and you *will* receive negative criticism), don't be afraid of it and, perhaps more importantly, don't censor it.

Tackling it in a professional manner is more likely to impress existing and potential customers.

## 21. Don't Think Of Social Media As A Chore

Finally, if you really want to garner success from your social media campaign, try not to think of it as a chore.

Social media is supposed to be fun!

If you're having fun the chances are your followers are too.

## So, What SHOULD You Be Doing When Using Social Media For Your Business?

We now have a good understanding of what we shouldn't be doing, but what should we be doing instead?

Simple.

Four things.

1. **Grow a large following of our Target Market** (potential customers)
2. **Engage with them through the content we post** (our status updates & tweets)
3. **Convert them into paying customers/clients** (putting mechanisms in place to turn our followers into customers).
4. **Rinse and repeat** (continue doing what works, to get more of what you want).

That's it!

The majority of businesses get lost in social media, and over complicate it, where as it really is as simple as the above 4 steps.

Although, we need to learn how best to achieve Steps 1,2,3 and then 4.

As noted earlier, I've been teaching businesses how to do this with in my **Social Media Masterclass** which I hold quarterly.

Over 1,200 businesses have taken the Masterclass to date, from all manner of industries/markets.

To view upcoming dates of the next **Social Media Masterclass**, please click here:[www.JasonSquiresOnline.com](http://www.JasonSquiresOnline.com)


## 21 Mistakes To Avoid When Using Social Media for Business

Here is what a few previous attendees had to say about the Masterclass:

 **Team Locum**  
@TeamLocum Follow

@JasonSquiresSM  
Great Social Media Training session today in Birmingham - a 'must' for all small businesses  
4:42 PM - 28 Nov 2013

1 RETWEET Reply Retweet Favorite

 **Rob Glass**  
@flotillavideo Follow

I had 3 followers in August. I've just welcomed my 4,000th. Many thanks to @JasonSquiresSM for showing me how. Canape anyone?  
10:35 AM - 26 Nov 2013

1 RETWEET 1 FAVORITE Reply Retweet Favorite

 **Sky High Technology**  
@SkyHighTec Follow

Great social media workshop today, very much recommend! Thanks again :) @JasonSquiresSM  
8:34 PM - 21 Nov 2013 Leeds, United Kingdom

1 RETWEET 1 FAVORITE Reply Retweet Favorite

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Once again, to view upcoming dates/locations of the next **Social Media Masterclass**, please click here: [www.JasonSquiresOnline.com](http://www.JasonSquiresOnline.com)

If I don't get to meet you on one of my upcoming Masterclass's, I wish you all the very best with on Social Media journey!

Kindest regards,

A handwritten signature in blue ink, appearing to read 'Jason Squires', with a stylized flourish at the end.

Jason