

# Tips on How Small Businesses Can Wisely Utilize Social Media

Since the dawn of Myspace, social media platforms have been an essential tool for business. This is especially true of small businesses, who are always on the lookout for new, dynamic ways to promote their organizations. But what determines a smart social media strategy?

The internet is full of listicles of social media campaigns that backfired, often to amusing results, but it's no joke for the company. That's why Lindsay Guion, the CEO of Guion Partners with over 20 years in the music industry, believes it's crucial to stay up-to-date with technology. Knowing how to master social media will provide a leg-up in your industry, often in ways you didn't expect. Today, Guion talks about employing an excellent social media strategy to help a small business stay at the top of their game.

## Commit To Your Strategy

The first step in any process is commitment. Like any new marketing strategy, social media can be challenging to navigate. It can be a challenge to grow an audience, create exciting content and boost engagement; so complicated that, often, a company gives up after just a few months. "This all starts with a plan. Laying out what you want to accomplish can go a long way in holding yourself and your organization accountable," says Guion. So like any plan, it should include a mission statement as well as goals. Perhaps most importantly, include why you want people to follow you on social media. Knowing that will help you figure out the content.

## Have a Personality

It's essential to be you on social media. Having a distinct voice will keep you recognizable, not just some brand-pushing robot that awkwardly inserts itself in the public conversation. The best social media brands try to connect with their audience by sharing a common perspective with their customers.

## Listen, Don't Promote

Like any good salesman, it's important for a social media brand to listen to its customers, not pitch them products. Social media is, after all, the new public square, an open-ended platform full of possibilities. You should use it as such. The more you listen to your fanbase, the more ideas for content you'll have, picking the best right from customer comments. It's also useful to listen to your competitors as well. Keep an eye on what campaigns they have active, and if they're successful.

## Focus on Specific Networks

There are a lot of social media platforms out there, and it's hard to tell which will eclipse the others. But if you try to focus on all platforms at once, you're setting yourself up for failure. It's just not a sustainable plan to join Anchor, Tumblr, Twitter, Facebook, Myspace and some of the lesser-known ones and post new content on every one of them each day.

## Don't Forget To Be Passionate

Perhaps most importantly, all success comes from passion, and you should employ and be passionate about your social media campaigns. Customers online can smell a disingenuous campaign, so it should never be just about shameless self-promotion. Those first eight months aren't an easy road, but the benefits you'll see from the work you put in will pay off in dividends. It can also be a fun process, bringing out your more creative side.