**Coventry Early Years Top tips-using social media**



**Top Tips for your Social media journey**

**Tip 1 – more listening and less talking!!**

Success with social media and content marketing requires more listening and less talking. Read your target audience's online content and join discussions to learn what's important to them. Only then can you create content and spark conversations that add value rather than clutter to their lives.

**Tip 2 – Find your thing!**

It's better to specialize than to be a jack-of-all-trades. A highly focussed social media and content marketing strategy intended to build a strong brand has a better chance for success than a broad strategy that attempts to be all things to all people.

**Tip 3 – Quality over Quantity**

Quality trumps quantity. It's better to have 1,000 online connections who read, share and talk about your content with their own audiences than 10,000 connections who disappear after connecting with you the first time.

**Tip 4 – Patience is a Virtue**

Social media and content marketing success doesn't happen overnight. While it's possible to catch lightning in a bottle, it's far more likely that you'll need to commit to the long haul to achieve results.

**Tip 5 – Sharing and reaching**

If you publish amazing, quality content and work to build your online audience of quality followers, they'll share it with their own audiences on Twitter, Facebook, LinkedIn, their own blogs and more. This sharing and discussing of your content opens new entry points for search engines like Google to find it in keyword searches. Those entry points could grow to hundreds or thousands of more potential ways for people to find you online

**Tip 6 – Become an Influencer**

Spend time finding the online influencers in your market who have quality audiences and are likely to be interested in your products, services and business. Connect with those people and work to build relationships with them.

If you get on their radar as an authoritative, interesting source of useful information, they might share your content with their own followers, which could put you and your business in front of a huge new audience.

**Tip 7 – Sell, sell, sell – NOT!**

If you spend all your time on the social Web directly promoting your products and services, people will stop listening. You must add value to the conversation. Focus less on conversions and more on creating amazing content and developing relationships with online influencers. In time, those people will become a powerful catalyst for word-of-mouth marketing for your business.

**Tip 8 – Speak to your customers**

You wouldn't ignore someone who reaches out to you in person so don't ignore them online. Building relationships is one of the most important parts of social media marketing success, so always acknowledge every person who reaches out to you.

**Tip 9 – Don't be invisible**

Don't publish your content and then disappear. Be available to your audience. That means you need to consistently publish content and participate in conversations. Followers online can be fickle, and they won't hesitate to replace you if you disappear for weeks or months.

**Tip 10 – I scratch your back …**

You can't expect others to share your content and talk about you if you don't do the same for them. So, a portion of the time you spend on social media should be focused on sharing and talking about content published by others.