

# 3 easy steps to manage your Social Media

For most businesses, the sole point of having social media is so customers/clients — present and potential — can connect with your brand or business. It's a way for you to tell your brand story, build your brand personality and ultimately convert spectators into brand advocates and loyal customers.

So how can you harness this beast? How can you make it work for your business? How can you find your tribe and connect with them?

## 1. be original

Pretty pics from Pinterest or Tumblr may make for a beautiful post and an easy 'like', but if you're only curating and sharing other people's images you're running the risk of being same-same. Anyone can find an image online and repost it, but if you're not creating your own content then people can't share it on your behalf — and that should be a goal of all online businesses. Without originality, people can't share your creation, wisdom, services, product, or inspiration. And let's face it, that's when the real exposure happens.

If you're sourcing images remember to credit the source or author (this includes screenshots!). Make every effort to find the original creator too, not just the person you are regramming it from. If you had created something people love enough to share, wouldn't you want to know about it? Let's extend the same courtesy to others.

## 2. be courteous

If you were walking down the street and someone stopped you and said "I absolutely love your work — where can I buy it?" would you just keep walking without saying a word? I don't think so. And, it shouldn't be your practice online either. If someone is reaching out to connect, to ask you, thank you — or better yet — to post about your product/service on his or her own account, please, please, please respond! Social media is a two-way conversation. Without your followers, your account is kaput. So acknowledge and thank them.

If you're popular and your comments and likes scroll down your notifications feed too quickly for you to keep up, try jumping on Iconosquare, clicking on the 'Manage' tab and using the 'Comment Tracker'. You'll never miss an important opportunity to connect with a potential customer again!

## 3. be consistent

Scheduling posts in advance can save you heartache and precious time. It's important to have a consistent presence online so your followers can do just that — follow along — on your brand/business/personal journey.

Software like [Hootsuite](#) allows you to plan and schedule your posts across Facebook and Twitter, plus many more. Unfortunately we can't schedule posts on Instagram (yet), but there is a handy app that can save you from forgetting to post that important pic at the right moment. With [Latergramme](#), you can upload your image, write your caption and schedule in the date and time for your reminder. You'll get a notification on your phone and the app will connect you straight to Instagram where your image and caption are pre-filled for you to simply press 'share'. A godsend.