



A guide to social media

Digital marketing tips
for businesses

Social platforms

Australia's most popular social media sites



Facebook

Good for:

- Broad reach, important updates, collaborations, sales and competitions.

Relies on:

- Basic social media skills, regular updates.

Instagram

Good for:

- Making products and services look irresistible

Relies on:

- Excellent photo editing, strong visual branding and consistency

LinkedIn

Good for:

- Communicating industry insights and authority, networking

Relies on:

- Subject matter expertise, long-form content, and visuals

Twitter

Good for:

- Talking directly to customers, addressing inquiries and issues

Relies on:

- Quick wit, constant monitoring

YouTube

Good for:

- Tutorials, product/service walkthroughs

Relies on:

- Video and sound production, engaging personalities and/or voiceovers

TikTok &

Snapchat

Good for:

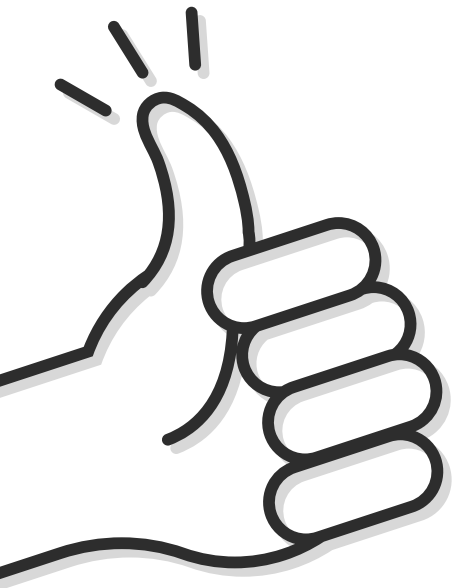
- Showcasing products and services in quirky ways

Relies on:

- Trend-driven, authentic video content that appeals to younger demographics

The do's and don'ts

of social media marketing

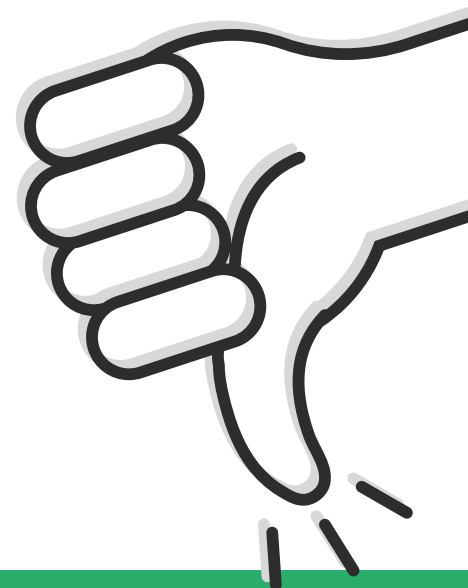


Do:

- ✓ Reach out to businesses to build relationships
- ✓ Reply to customer comments, messages and complaints within 24hours
- ✓ Share relevant content from [third parties](#)
- ✓ Showcase your brand's personality through consistent posts
- ✓ Utilise visual content to gain your audience's attention
- ✓ Test different types of content, monitor, and report (so that you can reflect on past performance)
- ✓ Post content that's relevant to both your audience and your brand

Don't:

- ✗ Overwhelm your followers with too much content too often
- ✗ Try to oversell your brand to your followers (using the salesman's pitch)
- ✗ Forget to post regularly (2-4 times per week)
- ✗ Wait too long to respond to negative comments, messages or reviews
- ✗ Forget to use visual content (i.e. photos & videos)
- ✗ Delete complaints before a response has been given. You can turn a negative comment into positive with a thoughtful response!
- ✗ Be negative or put down customers



Content strategy

Tips to help you get the most from your social media platforms



Set Goals

What do you want to achieve from your social media platforms? Set specific goals and objectives (and review your progress regularly). This will help give you and the content you create purpose and direction.

i.e. Goal: obtain 100 followers on Facebook in 1 month.



Define your audience

Determine who your target audience is. Get to know them, their demographics, what they are looking for and their pain points. Create content that appeals to their interests or helps them solve their problems.



Research your competitors

Analyse the social media accounts of your competitors (remember, they're competing for attention from your target audience).

Determine what channels, types of content and key messages work well for them. Your competitors can offer great insight into what your strategy should be. Use the research to determine how you can do it better!



Choose your platforms

What platforms are your target audience using? Where and when are they most active on social media? Where are you going to share content? Understanding these things will help you choose the right platform(s) for your brand.

Content strategy

Continued



Curate content

What are you going to share with your followers? How often are you going to share it? Create or source content to share that supports your goals and objectives.

Tip: Create a [content calendar](#). This will help you develop purposeful content and maintain a consistent social media presence.



Use relevant hashtags

Hashtags ('#hashtags') are a great tool to help you increase the exposure of your content and social media presence. Research hashtags that your audience and competitors are using and create a list of them that are relevant to your brand. Make sure to include them at end of the text of your posts.

Tip: Hashtags work best on Instagram, Twitter and TikTok.



Post regularly

When are you going to share content? What time of day? How often will you post on social media? Will you post the same content across all of your platforms? There are some [great tools](#) available to help you organise and schedule your posts (see the resources pack at the back of this guide).

Tip: Post 2-4 times per week using a blend of live (on the go) and scheduled content. If you post more often, you risk overwhelming your followers with too much content.



Analyse results

Regularly look back on how your posts have performed. This can help you understand what's working and what's not. By reflecting and refining your approach to creating and scheduling content, you can optimise your [engagement](#) and [reach](#).

Content checklist

Check your post content before you publish it!



A social media checklist to make sure you're delivering the most valuable and engaging social media content to your audience.

Have I posted too many times today?

Is the post well thought out or rushed and reactive?

Have I targeted a specific audience?

Will I be okay with absolutely anyone seeing this?

Is it communicating a clear message?

Have I checked spelling and grammar?

Is the tone of voice consistent and appropriate?

Have I used the right keywords and hashtags?

Is it too long for social media?

Have I made the most of visual content?

Is it educational or entertaining?

Is the URL link you're using correct?

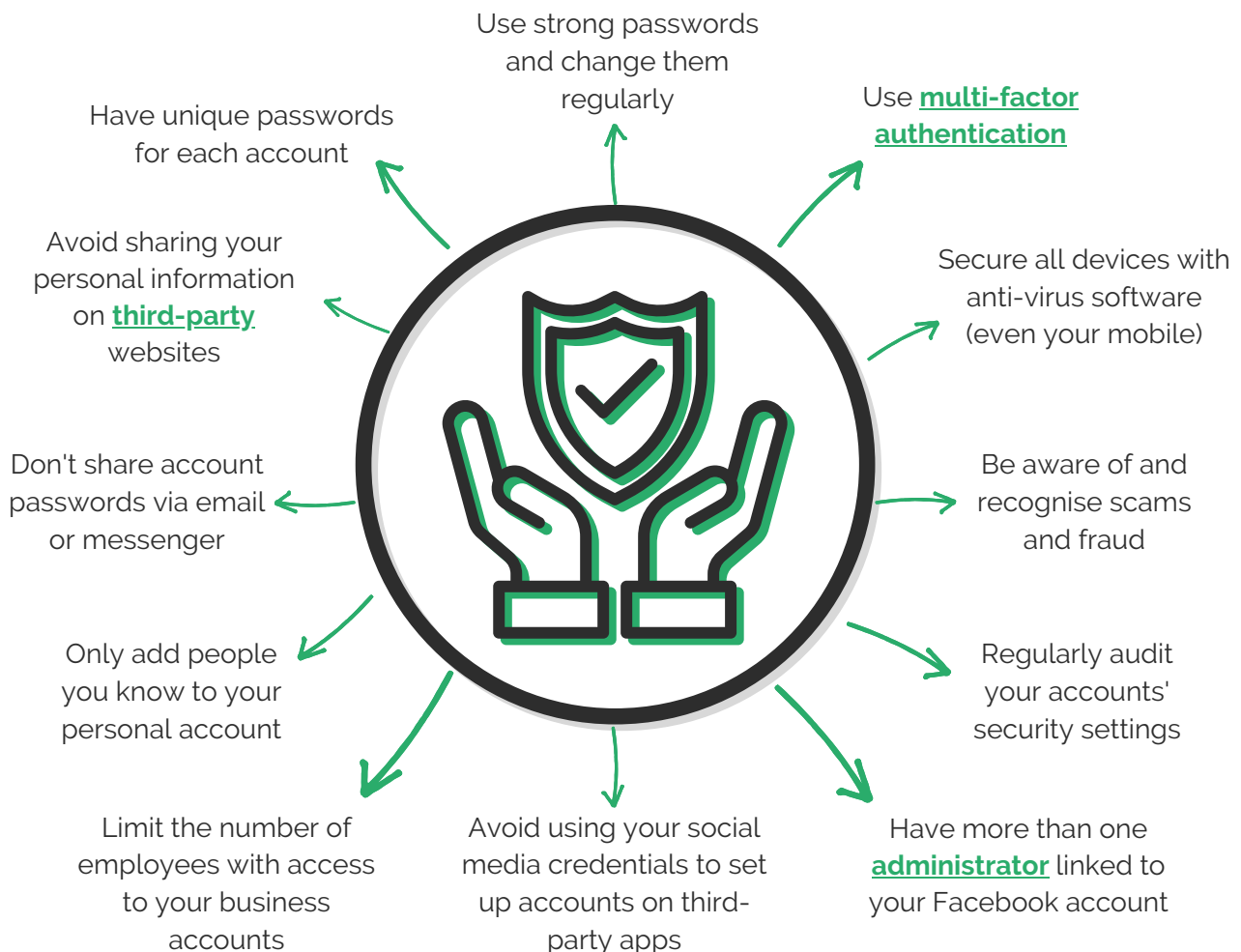
Account security

Social media guidelines



It's important to remember that your personal social media accounts are linked to your business accounts (for Facebook, Instagram, LinkedIn and TikTok).

To maximise security, make sure that all individuals who are linked to your business accounts take the following steps.



Please note that this is a guide only. There is no guarantee of complete security. Please follow your own best practices to protect your digital assets and data.

Definitions

Social media terms

Administrator

- If you are assigned as an 'Admin' of a Facebook account, you have the highest level of access to that page. By having more than one administrator linked to a Facebook business page, you can reduce the likelihood of hackers gaining full access of your page.

Content calendar

- A publishing schedule that outlines when and where you plan to publish upcoming content. In general, it covers a month's worth of content and allows you to be more purposeful and structured in your approach to content across your social media platforms.

Engagement

- This term refers to the likes, comments, shares and clicks that your content gets. It determines how actively engaged your audience is with your content.

Impressions

- This refers to the number of times your content has appeared in your audience members' timelines (some audience members may see your content more than once).

Multi-factor (or 'two-factor') authentication

- This is a security feature used by digital platforms (social media, banks etc). It is an authentication method that requires two or more forms of identity verification to gain access to your account. These forms of verification can include passwords, pin codes, facial or fingerprint ID, or answers to personal questions.

Reach

- This is the number of unique views your content has had (how many people have seen your content once in their timeline).

Third-party content, websites and mobile apps

- This refers to social media content, websites and/or mobile apps that are created by other businesses or individuals.

Resources

Tools to help you manage your social media accounts

Scheduling tools

- **Meta Business Suite (Free)**
 - Facebook & Instagram
 - <https://business.facebook.com/latest/home>
- **Hootsuite (Paid)**
 - Twitter, Instagram, LinkedIn, Facebook, Youtube
 - <https://www.hootsuite.com/>
- **Sprout Social (Paid)**
 - Twitter, Instagram, LinkedIn, Facebook
 - <https://sproutsocial.com/>

How to set up multi-factor authentication

- Support articles for each social media platform are listed below:
 - **Facebook:** <https://www.facebook.com/help/148233965247823>
 - **Instagram:** <https://help.instagram.com/566810106808145>
 - **LinkedIn:** <https://www.linkedin.com/help/linkedin/answer/544/turn-two-step-verification-on-and-off?lang=en>
 - **Twitter:** <https://help.twitter.com/en/managing-your-account/two-factor-authentication>
 - **TikTok:** <https://www.tiktok.com/safety/youth-portal/keep-your-account-secure?lang=en>
 - **Snapchat:** <https://support.snapchat.com/en-US/a/enable-login-verification>

How to add another account administrator on Facebook

- Support article: <https://www.facebook.com/help/148640791872225>

Anti-virus software for mobiles

- **Norton Mobile Security:** https://au.norton.com/products/norton-360-antivirus-plus?inid=nortoncom_nav_norton-360-antivirus-plus_homepage:home
- **McAfee Mobile Security:** <https://www.mcafee.com/en-us/antivirus/mobile.html>
- **Avast Mobile Security:** <https://www.avast.com/en-au/free-ios-security#mac>