

How to avoid social media management pitfalls



By [Samantha Wright](#)

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It's been harped on enough and smart SMEs have come to the social media party. It's a fantastic marketing tool to add to your brand building arsenal.

Not every business has the time or the resources to blow on "how to" workshops or media management companies. They're not really necessary though. There are a few quick commandments that, if followed, make social media management a relatively easy procedure to implement into the company's current operations:

Always check grammar - twice

There is nothing worse than grammar and spelling errors on Facebook status update from a business. It screams unprofessionalism and while mistakes do slip through, if you see them delete them immediately and repost. The same goes for other platforms. If you're uncertain, copy and paste from Word, that way you can run a spell-check. *[Editor: But always cheque anyway, spell-check might not see that the wrong words - though spelt correctly - have been used, sew it is always best to read the piece carefully, to avoid what you have just red ... You know... this sort of thing - Rod Baker]*

Do not beg for likes/follows/mentions

You've just started a Facebook page and no one seems to "like" it - so you start writing status updates asking people to like the page. Or you blast tweets out begging for follows or mentions to gain more followers. Don't do it. You're communicating directly with the very people who have liked your page to begin with. They may just unlike.

Do not constantly hard sell on social media platforms

Much like the commandment above, it annoys your current following. They know what you do; they know what you're offering. The occasional reminder never hurt anyone but try keep the conversation going - telling your audience why they should be buying a product or service doesn't give them much to engage with.

Social media may not generate new leads

Gasp.... Shock.... Horror.... Best believe it. Social media might not generate new business leads. If you want those then invest some money in pay per click advertising or some search engine optimisation. Social media creates a community and builds a link of communication between current and potential clients. If done correctly you will likely generate successful leads but it shouldn't be the primary goal of your social media campaign.

Publishing personal opinions on a business account is a no no

Have a political opinion? Very religious? Great. Post it on your personal social media. Your business is not you. It is an entity in itself. Make sure it publishes content as such. Going on a tirade about a bad payer, a political party you don't like or being adverse to a particular religion is not good for your brand. Your biggest client could support the political party you've just criticised or a potential client may be a bit concerned about you publicising business dealings the way you did with the bad payer. Unless it relates to your sector, weighing in on the latest news events could get you in to some hot water and your opinion on lifestyle choices, religion or politics should never be publicly broadcast on a business account.

Do not copy

Social media is about sharing content and starting a conversation. There is nothing wrong with sharing other brands' content be it articles, videos or pictures. However, there is a big difference between sharing content and copying it. Touting something as yours when you've simply copy and pasted from another source is plagiarism and it frowned upon, in any industry.

Interact with your community

Thank people for compliments and deal with complaints quickly and efficiently. The best way to handle complaints is to take it offline. Getting into a backward and forward on a Facebook wall or via twitter is not going to rectify the problem. Ask the client for their contact details and assure them their issue will be dealt with urgently... and then make sure it is. Interact with other businesses in your industry, share ideas and utilise social media not only to market your brand but also to gain insight into your market.

There are a few more things you probably should be doing (or not doing) with your social media management - but these will get you started.

ABOUT SAMANTHA WRIGHT

SamWright is a full-time content creator at techgirl.co.za - she is a gaming and technology blogger and YouTuber, as well as an Esports MC and broadcaster who went on to host some of South Africa's first million-rand competitions before heading overseas, where she has hosted at Gamescom (Europe's biggest gaming expo) and in China (for a \$850,000 tournament). She currently consults to brands on how to reach a switched-on generation...

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