

# Top 10 Social Media Mistakes

## 1. Too Many Social Media Channels

You can't possibly be everywhere all at once. Choose the social media channels that best fit your agency. That may mean only one or it could mean 5 channels. You decide, and don't overdo it.

## 2. Incomplete Profiles

Social media communities don't know who you are until you tell them. Leaving the profile section blank is an open door for visitors to leave your page and never return. This is your time to shine. It's the perfect place share all the magnificence that is your business.

## 3. No Visual Presence

If followers can't see your business through your page or if what they do see doesn't excite them, you've lost before even starting. Profile pictures and cover images are the litmus tests of social media. If those elements aren't enticing, the content that follows probably isn't either.

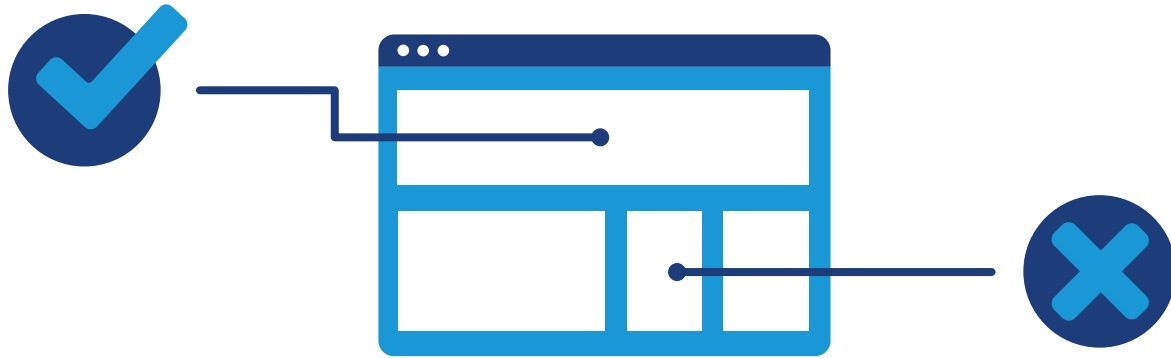
## 4. No Social Media Strategy

When there's no plan for social media content, it shows. Create a strong strategy addressing the business's approach, tone, audience goals and means of measuring success on social media.

## 5. Using a Personal Account Instead of Business Account

In some cases, it's acceptable to mix personal and business. Not on social media. Separate your personal and business profiles to prevent accidental blunders that make the business's page look unprofessional.





## 6. Dry Brand Personality

Dryness isn't fun. Your mouth is left parched, gasping for a refreshing drink to quench the thirst. The same holds true on social media. A dull and dry brand personality dehydrates and bores social media users, and speaks volumes about your company culture.

## 7. Ignoring Comments and Requests

It's simple customer service. Ignoring comments, positive or negative, tells people you don't care about their voices. Use comments as an opportunity to interact with followers and address issues.

## 8. Sharing Too Much

As social as social media is, there is still a such thing as posting too much. Avoid bombarding followers with content.

## 9. Not Sharing Enough

Social media is just that – social. It's a platform even the introverts and homebodies enjoy, which means you can spread your message to them and the millions of other people who make purchasing decisions based on social media. Take advantage.

## 10. Sales Pitching

The grim reaper of social media mistakes is the sales pitch. Social media users are only interesting learning about products and services if they got online for that purpose. Even then, users prefer to hear first-hand experiences from friends, family and clients. A businesses job is to give them something to talk about through content, service and reviews.



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