

## Top 10 Social Media Essentials To Master For Your Small Business

1. **Don't invest in social until you've invested in your website:** You can build a ton of followers and send significant traffic back to your site, but if your website isn't built to convert, you're wasting your time and effort.
2. **Set clear and attainable goals for social media.** "Selling more" isn't a social media goal.
3. **Don't spend too much time.** Take advantage of tools like [Feedly](#), [Hootsuite](#) and more to streamline your social media posting and monitoring.
4. **Don't post what YOU want to post...post what you WANT to post.** Think like your customers - don't post what you want to tell them but what they want to read.
5. **Trying to do it all almost always results in lackluster results.** Most business owners and professionals who try to "do everything" and "be everywhere" are unable to master them all. Focus on those few places where you can really hit a home run.
6. **Get personal.** The real strength in building relationships is humanizing your brand - platforms like Facebook especially present opportunities to foster an H2H -- or human to human -- connection.
7. **But not too personal.** After a tumultuous election season -- and this may seem like a no brainer but it bears repeating as many small businesses make this mistake -- remember to keep politics out of social media (unless you're a politician!).
8. **Be sure to leverage your "secret" weapon.** Encourage your employees, peers, family and friends to share your content and literally magnify your reach and results exponentially.
9. **Look beyond "likes" and ads -- don't spend all your resources on advertising.** Put some effort into creating great content on your website so that you have someplace valuable to send your social media followers. Blogs, eBooks, checklists and other downloadables offer even more value for your customers and prospects.
10. **Send traffic to your website.** The ultimate goal of social media - driving traffic to your website - depends on publishing strong content on your site. Be sure to include links to your own original content at least half the time (always remembering to focus on VALUE - don't just send people to your online store or "about us" page).