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# Introduction

Have you ever mounted a social media campaign that utterly failed? Were you able to identify the areas where your campaign fell short, or did you just move on to the next post?

If you moved on, you're not alone. Many business executives don't maximize **their social media presence**. As a consequence, they fail to take advantage of the world's biggest consumer engagement platforms.

Are you interested in learning actionable social media strategies that yield outstanding results? Then you came to the right place!

According to MarTech, **46 % of consumers** check social media prior to purchasing products and services; even more importantly, these consumers also **spend a significant amount of time on social media platforms talking about products** and services after making their purchases.

Facebook is **nearing two billion monthly users worldwide**. Many of these users are open to targeted ads and content that can convert them from interested prospects to long-term customers, but only with a well-crafted marketing strategy that appeals to their wants and needs.

## Other platforms have also seen rapid growth.

For example, as of April 2017, Instagram (fast becoming a real competitor to Facebook) **has 200 million active daily users**. This is a 50 million increase just from January 2017. Overall, Instagram has 700 million active monthly users. Also, because Instagram is image and video-based, consumers love how easy it is to digest information on this platform.

By reading this whitepaper you can learn the difference between good and bad social media marketing practices while getting actionable advice on how to execute great social media campaigns that will make your boss proud.

In this whitepaper, successful digital marketers from all over the US provide you with solutions to the most common social media mistakes business owners make, and how to avoid them. It also offers practical social media marketing advice you can implement today to start you on the road to success.

# Social Media Marketing Mistake #1: “One size fits all.”



Company: Roker Labs

**Luke Watson**

Director

[www.rokerlabs.com](http://www.rokerlabs.com)

## **Problem: Unfocused social media strategy**

“ When a creator posts content that is not tailored to that platform, it is clearly an afterthought, and consumers take offense to this practice. This negatively affects their impression of the brand. ”



## **How to fix it: Post original content based on the platform.**

What Watson is identifying are examples of bad social media posts: Some marketers create content that is not tailored for the platform on which they are publishing it. Instead, it is posted in a doomed scattershot manner. The failure here is lack of social media vision and strategy.

For example, posting content on Facebook requires a different strategy from posting content on LinkedIn. Why? LinkedIn attracts high-end professionals who respond more favorably to content written by an authority in the industry with statistics and actionable tips than a simple link to a third party resource/ site. Photos and infographics are not as important on this platform.

How do you diversify your content so it appeals to the major platforms, while still feeling fresh? Here are three social media marketing tips to achieve this goal:



First create **text-heavy actionable articles for professional platforms**, remaining mindful of your target audience (think of this whitepaper as such an example!).



Then, **rewrite your content for platforms such as Twitter**, so it reads more like a snippet or summary. You can give readers a choice of extended format, by linking back to your original content.



**Change text-heavy content to be image and video-driven** when posting on platforms such as Instagram or Facebook. Use clever captions, great images and short videos.

*Luke Watson is Director of Roker Labs, a company dedicated to media innovation, live video production, and digital strategy.*

Watson develops programming for multiple live-streaming platforms, including ChefShock, a real-time cooking show that streams on Amazon's live-streaming service, Twitch.



Company: eSub Construction Software

**Tyler Riddell**

Director of Marketing

<http://esub.com/daily-reports>

### **Problem: Not understanding the purpose of each social media platform**

“ It is absolutely important to understand that not all social media platforms were created equally. They all serve a different purpose.

”



**How to fix it:** Understand each platform’s ‘sweet spot’ and users’ motivations and expectations when using each individual platform.

People gather on Twitter for different reasons than they do on LinkedIn.

The platforms are not meant to duplicate or overlap. Businesses that don’t understand whether content is appropriate for a platform will find their campaigns failing. It’s bad social media marketing, 101.

Before creating content, first understand which platform would be most receptive to the product or service your company is selling.



To help with that, here are three social media tips to remember for Twitter, Facebook and Instagram, three of the most powerful platforms for online marketers.



**Twitter posts should be short, informative and easy to understand.**

Stay well within the 140-word post, and emphasize clever & memorable hashtags. Ask questions to motivate interaction (elicit a reaction from the audience!). Tweet promotions, offers and discounts several times a week. Also note that it is appropriate to tweet up to 5 times a day! Also, be mindful of the best time to tweet during the week by [reading this in-depth report on Twitter best practices from our friends at Track Maven.](#)



**Facebook posts can be longer and more informative than tweets,** using data and sources to convey authority. Facebook users are more likely to engage with articles and infographics.



**Instagram posts should focus on high-quality photos and videos** that capture the spirit of your products and services in fun, entertaining and memorable ways.

**Tyler Riddell** is the Director of Marketing with over 15 years of experience in Marketing, Product Management, Advertising, and Public Relations. Proven track record for successful go to market and corporate communication programs in multiple vertical tech markets.



Company: California State University, San Marcos

**Vassilis Dalakas, Ph.D.**

Professor of Marketing

<https://www.csusm.edu/coba/index.html>

## Problem: Right message, wrong platform

“ Companies that post the same information and use the same style on all social media platforms fail to understand that context affects how the audience views the company and how it interprets its message. ”



### How to fix it: Know what your audience wants.

Dalakas is spot on in his assessment that businesses often don't understand what their audiences want. As a consequence, they are unaware that their posts may have the right message, but are reaching the wrong audience.

This often occurs without proper market research to determine what prospects to target.



# These three methods can help you properly define your target market:



Age - **What is the prime age group you want to reach?** Just as movie producers determine a specific demographic before making films, so too must you define the prime age range of your target market.



Gender - **Do your products appeal more to men or women?** In some instances, you may have products equally appealing to both, but in most cases, one gender will be more interested than the other.



Spending habits - **How do your prospects spend their money?** Are they more likely to respond to lower prices, or are they willing to spend more for exclusive products and services?

The most efficient way to obtain this crucial information is to create buyer personas, characterized by elements such as location, age, gender, interests, education level, job title, income level, favorite websites, buying motivation and buying concerns.

Vassilis Dalakas is a marketing professor who has done extensive research on social media and the impact it has on relationship-marketing strategies.



Company: GettingGrowth

**Johannes Kanter**

Blogger / Marketing Enthusiast

[www.GettingGrowth.com](http://www.GettingGrowth.com)

## **Problem: Lack of resources for multiple social media content**

“ It is most beneficial for a company to go back to the content strategy and come up with a list of social media platforms that are most likely to be a good fit. ”



### **How to fix it: Prioritize one social media platform for best results.**

Many businesses post the same content on multiple channels out of the belief that “more is better.” This is a classic case of bad social media marketing, however. Identifying the most receptive social media platform will yield the best results.

It is far more beneficial for a business to post varied, interesting and updated content on one social media channel, rather than posting stale content on multiple channels. That is why it is vital for businesses to know the ideal platform for their products and services.

# These three social media marketing tips can help determine the right social media platform for your business:



**Research the social media platforms most used by your ideal target audience**



**Analyze the platforms where your competitors post most frequently** - learn what platforms your competition is using and examine what they post so you can make your content stand out.



**Determine the most appropriate content for your products and services.** For example, a tech-driven company, may want to create long-form content that establishes authority. A video game developer may be more interactive and image and video-reliant. Type of content will help you determine the best platform.

Example: [Check out Digital Authority Partners' article on mobile app strategies for Y Media Labs](#), a post that has been at the top of the top ten Google search results for “mobile app strategy” for over a year now, driving traffic to the company’s blog and services. Another helpful source is our article on [how to choose a technology partner written for our client, Robosoft](#), which has been topping Google keyword search results for “choose technology partner” for the last two months.

The point is, both your blog and your social media content need to be strategically aligned to your industry and ideal target audience.

Johannes Kanter is a marketing manager of [GettingGrowth.com](#), providing resources for online businesses. He is the owner of Wink, a digital marketing agency.

# Social Media Marketing Mistake #2: “Not knowing your audience/ preferences/personas.”



Company: PureVPN

**Furqan Tafseer**

Digital Marketing Strategist and Regional Marketing Head for USA

[www.purevpn.com](http://www.purevpn.com)

## Problem: Not giving the audience what it wants

“ You should definitely analyze the culture, language, and regional norms of your audience on the basis of which you will be able to properly provide them what they want from you. ”



## How to fix it: Know to whom you are speaking.

With proper market research, you will know your audience’s exact interests and, more importantly, where to post your content to reach prospective long-term customers.

One of the biggest social media fails is not identifying the ideal consumer, which results in a negligible ROI on social media & paid ads.

Although consumer groups are different, there are some common shared traits that can help you better shape your social media strategy:



**Your customers want a problem solved** - consumers value businesses that identify their problems and offer solutions. For example, a company offering a device that can locate lost remote controls solves the problem of consumers losing their remotes.



**Customers want to know why your business is different** - unless you've invented something truly new, your business definitely has competitors. Show consumers why your products and services are superior, less expensive or more user friendly than your competitors.



**Customers want to know what's next** - after consumers have bought your products and services, they often want to know what else you are developing to keep them engaged. Regularly offer upgrades of existing products, or introduce new ones that continue to fill consumers' appetite.

Furqan Tafseer is the Digital Marketing Strategist and Regional Marketing Head of USA for PureVPN, which offers online security through a self-managed VPN network.



Company: eCity Interactive  
**Melissa Bischoff**  
Inbound Marketing Consultant

[www.ecityinteractive.com](http://www.ecityinteractive.com)

## Problem: Failing to do the proper market research

“ Not knowing your audience is a mistake that affects every aspect of your social media marketing strategy. ”



### How to fix it: Know to whom you are speaking.

The idea that it is not necessary to obtain specific details about the target consumer group is a major problem plaguing many businesses.

This misconception typically results in bad social media marketing, simply because the content is not relevant to the platform.

In addition to **creating user personas as part of your market research**, you can use other equally effective methods to **learn exactly what your target audience is interested in:**



**Surveys** – ask a sample of your targeted market about their interest in and experience with the products and services you offer.



**Focus groups** – meeting with your prospects in person or online gives you a chance to hear consumers talking without restraint about products and services, customer service and customer experience.



**Interviews** – typically conducted one-on-one to ask consumers specific questions related to the emotions behind their buying decisions, likes and dislikes of certain products, and their awareness of your particular brand.

Melissa Bischoff is an Inbound Marketing Consultant for eCity Interactive, an award-winning digital agency.





Company: Scorpion  
**Jen Holub**  
Director of Social Media

[www.scorpion.co](http://www.scorpion.co)

## Problem: Not using audience stats from social media channels

“ I recommend using the tools available to you to check out your audience's interests, behaviors, and demographics to hone in on prospects that are most important to you and your business. ”



## How to fix it: Look at the analytics of your social media audience's behavior

Another common social media mistake is not researching audience behavior through the analytical tools available on the market.

A number of social media tracking tools can help you understand trends in the consumer groups you are trying to reach. Even though you hired a social media manager to handle your marketing, it's important for you to constantly look and analyze the available data that is at your disposal.

# To learn more about social media audiences:



**Obtain audience insight information from big platforms** such as LinkedIn, Twitter and Facebook. For example, you could simply access the Audience Insights tool on your company's Facebook page and choose "People Connected to Your Page" to learn demographics and buying behavior about your social media followers.



**Use social media audience tools such as Keyhole and Audiense** to gain insights into your targeted consumer group, such as which social media platforms they most frequent.



**Use tools such as Buzzsumo, to analyze content relevant to your business** that is most shared across social media platforms.

Jen Holub is the Director of Social Media at Scorpion, an agency dedicated to helping businesses maximize their online marketing.



Company: Invesp  
**Khalid Saleh**  
Co-founder and CEO

[www.invespcro.com](http://www.invespcro.com)

### **Problem: Failing to use personas to drive social media strategy**

“ Personas should move from being a theoretical and nice to have concept, into a practical step of every campaign you plan and create. ”



### **How to fix it: Learn how personas can increase ROI**

Whatever you know about your customers, you must use that information to inform your social media marketing strategy.

# Here are some specific ways you can use personas to craft your social media content to make it more engaging:



**Use personas to create connections** - once you know who you are targeting, it is much easier to create content they will find valuable. This elevates your perceived authority, and makes prospects feel as if you are invested in their wants and needs.



**Use personas to boost your branding** - if you've done the work to create your personas, your content is going to be tailored toward sharing the unique ways your products and services can meet the needs of your targeted group. Branding is how your business will stand out in a crowded field.



**Use personas to drive your social media campaigns** - the story of your campaign is dictated by the wants and needs of your customers. For example, the majority of a video game development company personas may be young consumers who love interactive social media. In that case, campaigns centered on sampling new games could prove quite engaging.

Khalid Saleh is the co-founder and CEO of Invesp, a conversion optimization agency. He is a leading e-commerce expert, and is a highly sought-after consultant.

# Social Media Marketing Mistake #3: “Thinking anyone at the organization can do social media marketing.”



Company: The Content Factory

**Jason Myers**

Senior Account Executive

[www.contentfac.com](http://www.contentfac.com)

## Problem: Not hiring a professional

“ One of the most common mistakes business managers make is putting an amateur in charge of their company’s social media marketing. ”



## How to fix it: Let the pros craft your social media marketing (SMM)

Too many businesses get caught in the trap of thinking that anyone with a vague grasp of targeting audiences can craft a strong SMM strategy. This often leads to failures that require a major course correction.

SMM is complex and ever changing. Trusting someone with a strong social media profile to run your SMM is one of the most damaging social media mistakes businesses make.

Using non-experts – such as an intern – is also a losing proposition. Why? Because as Deborah Mitchell – **CEO and Founder of Deborah Mitchell Media Associates** – points out, an intern is not sufficiently motivated to understand the nuances of your business, or interact with your existing and prospective customers in a way that adds value to your brand.

# The key to hiring an effective SMM manager is to search for several important qualities:



**Outstanding writing skills** – the majority of the content you create will be text-driven. Any SMM manager you hire must discern good writing even if he/she isn't writing the actual blog posts. The most important aspect of writing is concise expression of thought.



**Understands the customer experience** – social media marketing is only similar to direct consumer marketing in that the customer experience is paramount in attracting and sustaining consumers.



**Knows the language of SEO** – although SEO is rapidly changing, it is still the dominant aspect of effective online marketing. Any SMM expert understands how keywords, content specificity and perceived value add up to content that engages and attracts prospects to your business.

Jason Myers is an Account Executive at The Content Factory, a digital PR agency that specializes in social media and online content marketing.



Company: Encite Marketing

**Adam O'Leary**

President

[www.enciteinternational.com](http://www.enciteinternational.com)

## **Problem: Not understanding the complexities of SMM**

“

SMM done right is too much for someone not experienced and focused to do effectively.

”



**How to fix it:** Learn the main roles of a SMM manager.

If you hire a SMM manager to implement an effective strategy, do you really know what these professionals are supposed to do?



# Typically, there are multiple goals your SMM manager will want to achieve, but among the most important are:



**Boosting your brand awareness** – your SMM manager will make sure consumers know your brand.



**Measuring conversion rates** – the rate at which your business converts prospects into customers is one of the keys to your long-term success. Your SMM manager must be an expert at measuring social media conversions:- the key to determining whether your ROI on paid ads is at the right level.



**Driving traffic from social media to your website** – ideally your SMM manager's strategy should focus heavily on ensuring that content posted on social media platforms is driving visitors to your site.

Adam O'Leary is President of Encite Marketing, an agency that builds businesses through Ad Development, Web Marketing, Print Design and SEO

# Social Media Marketing Mistake #4: “Posting too much or on the wrong social media channel.”



Company: Odd Dog Media

**Hailey Vasquez**

Project Manager

[www.odddogmedia.com](http://www.odddogmedia.com)

## **Problem: Frequent posting can result in content downgrade**

“ Posting too much (especially repeated content) is a huge waste of time. And beyond that, might even be punished by the platform and either pushed down users' feeds or hidden completely. ”



## **Answer: Learn when and when not to post on social media**

Many small businesses are plagued with the notion that the opportunities on social media are so important that it is necessary to post several times a day, seven days a week. Even though you want your content to remain fresh, relevant and updated, too many postings can have a detrimental effect on how social media users perceive your business.

According to Neil Patel, the answer to the question about how often to post isn't cut and dried.

**Although there are some statistics about posting frequency and engagement, the truth is that you have to ask three key questions:**



**Is user engagement most important to your business?** – if so, then fewer postings per day is optimal, so users don't feel overwhelmed, or inundated with sales-related content.



**Is generating traffic and clicks your main goal?** – if so, then increasing the number of posts isn't a bad idea, because you are using social media as a driver to your website.



**Are you simply using social media to raise awareness?** – if so, then less frequent posts make sense, because you are probably heavily invested in other marketing methods that may be yielding a higher ROI.

Hailey Vasquez is a Marketing Coordinator at Odd Dog Media, a Seattle marketing agency that handles online marketing for local businesses. She is involved in project management, local SEO, WordPress and social media.

# Social Media Marketing Mistake #5: “Being too pushy or overtly salesy in messaging.”



Company: BlueSky ETO

**Alayna Frankenberry**

Manager of Content Strategy

[www.skyeto.com](http://www.skyeto.com)

## Problem: Trying to hard-sell users

“ Social media should be used to highlight the unique story of your brand. Show what makes your brand exciting, fun, and innovative. ”



## How to fix it: Focus on selling your “story”

Frankenberry’s social media advice points out one of the dangers of thinly veiled sales copy posts. Users are quite sophisticated these days, and they will not engage with businesses they feel are using social media as a platform solely to push products and services.

The goal of social media marketing is not to hard-sell your company’s products and services, it’s to create brand awareness, showcase the qualities and characteristics that make your business unique, and compel consumers to engage with you on a deeper level.

Selling your company’s “story” has become one of the buzzwords of marketing, and it’s an essential part of your SMM strategy. **Here are some social media marketing tips to help accomplish this goal to contribute to the amplification of your brand:**



**Make your story universal** – it’s important to offer a unique experience, but your story must be universal, which means it appeals to a broad swath of consumers who relate to your goals and values.



**Use original content** – the majority of your content, including photos and videos, should be original. You can’t manipulate stock images to fit your personal brand.



**Make it personal** – Users value companies that feel authentic. Make your story personal by providing behind-the-scenes insight to your company’s daily operations, or meet the team profiles that humanize your employees.

Alayna Frankenberry is Manager of Content Strategy at BlueSky ETO, an agency that provides marketing toolkits and web-to-print solutions for its clients.



Company: Decibel Blue Creative Marketing and Public Relations

**David Eichler**

Creative Director & Cofounder

<http://decibelblue.com>

### **Problem: Missing the point of social media marketing.**

“ The point is to get the customer to want to share a couple seconds of his/her day with you. That’s it. They then get to decide if they want to learn about what you’re selling. ”



**How to fix it: Think of social media as a relationship**

Customers don't want to see a flashing "Sale" sign when they're just trying to recharge. **Constantly posting salesy content on your social media channels will get old very fast.** You can avoid this social media mistake by thinking of your social media strategy the way you would a new relationship, which typically has three phases:



**Let's go out on a date** – in this phase, you introduce yourself to your prospects by providing them with valuable posts and links to your blog that raise awareness of what your business offers.



**We're in a relationship** – here, you can add special offers and discounts to your posts, because consumers have expressed an interest. Typically, you persuade prospects to make a low-cost commitment, which leads to a purchase of your main products and services.



**Let's stay together** – in this phase, your social media content and your paid ads are focused on showcasing related products to keep your customers engaged with your business.

David Eichler is the co-founder and Creative Director of Decibel Blue, a full-service creative marketing and public relations agency based in Phoenix and Denver that has been featured on Forbes.com and MSNBC.com.



# Social Media Marketing Mistake #6: “Not having a clear way of tracking ROI for SMM marketing.”



Company: HA Digital Marketing

**Lydia Stratton**

PPC and Paid Search Strategist

<https://hadigitalmarketing.com>

## **Problem: Not knowing the goals of your campaign**

“ It’s simply not enough to know how many people clicked on your post to your website. You need to know what they did once they got there, and if they ultimately took the steps to conversion. ”



## **How to fix it: Know exactly what you want from SMM**

Although social media is an evolving platform, you must still analyze this kind of marketing in the same way that you do your other marketing efforts. The problem many businesses have is that those in charge do not have a clear idea of their goals when launching a campaign.

Without specific goals, it is nearly impossible to have quantifiable evidence of ROI. This can quickly lead to frustration, especially if you have implemented a paid ad strategy on multiple social media channels, because you may conclude this was all a waste of money.

To avoid this problem, have a **list of achievable goals to help you understand how to track ROI for your SMM campaigns.**

# Here are a few key pieces of social media advice to keep in mind as you craft your social media strategy:



**Engage consumers on your social media page** – your primary goal here is for consumers to interact and comment on your social media page. You want to “warm them up” to your company and its culture by offering content that entertains and informs, while avoiding offers and other subtle sales prompts.



**Drive consumers to the website/blog** – your primary goal here is to post content that piques curiosity and interest in your main website and blog. Your ROI should be measured based on the number of consumers who clicked to your site from your social media page.



**Persuade consumers to make a purchase** – your primary goal here is to post content that includes some kind of call to action (CTA) - the first step in the sales process. Typically, you would include CTAs that involve low-cost commitments, or even no-dollar offers for a free product or service in exchange for the consumer’s email information.

Lydia Stratton is a PPC and Paid Search Strategist for HA Digital Marketing, a web design and inbound agency located in West Michigan.



Company: Kellogg Community College

**Simon A. Thalmann**

Digital Marketing Manager

[www.kellogg.edu](http://www.kellogg.edu)

## Problem: Lacking a clear plan to measure success

“ Too often, marketers think that likes, comments and shares indicate SMM success, while the actual value of such metrics is left to the imagination. ”



## How to fix it: Create a quantifiable way to measure success

Too many businesses are relying on the common metrics of likes, comments and shares. Thalmann raises the important point that for good ROI, you must create a specific set of questions that will more accurately determine your long-term success.

There is no point garnering likes and shares, or even positive comments, without understanding how those positives translate into actual sales.

# Here are some questions you should ask when crafting your SMM campaign:



**How long did each user who clicked to my website from my social media page spend on the site?** – a more engaged user will remain on your site, exploring what it has to offer.



**How many users who clicked to my website from my social media page performed some kind of CTA?** – a CTA doesn't always have to be “Buy now” or “Click to purchase,” it can also be “Subscribe to our newsletter,” or “Join our email list.” Users who perform a CTA on your site are expressing interest in engaging more fully with your business.



**Did users who clicked to my website from my social media page click beyond the landing page?** – measuring how many web pages users visited in addition to your landing page can help you determine whether your site's engagement level is sufficient.

Simon Thalmann works as a Digital Marketer and Writer in the Public Information and Marketing Department of Kellogg Community College.

# Social Media Marketing Mistake #7: “Adopting a tone which may be offensive to your followers.”



Company: Affluent Solution Group

**Joseph Lockett II**

Owner

[www.affluentsolution.com](http://www.affluentsolution.com)

## Problem: Forgetting that social posts last forever

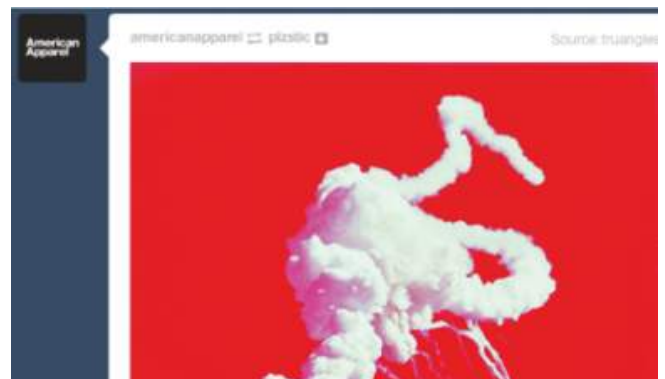
“ While these platforms are invariably powerful tools for promoting your brand and expanding your reach to new customers, they can also leave you vulnerable to criticism if used incorrectly. ”



## How to fix it: Focus on positive content

Examples of bad social media posts are numerous, such as this one from American Apparel:

This post promoted a July 4th sale, using fireworks. Unfortunately, this is an image of the Space Shuttle Challenger exploding. The resulting furor damaged the American Apparel brand.



# It's important to remember three things when posting content:



**Avoid using offensive images**



**Avoid using language that is inappropriate**



**Avoid posting content that relates to users' religion, sexual orientation, political beliefs or economic status**

Joseph Lockett II is the founder of Affluent Solution Group, an agency that specializes in providing clients with tools to thrive in an ever-evolving marketplace.

# Social Media Marketing Mistake #8: “Inadequate social media targeting, especially at a regional level resulting in poor engagements.”



Company: Match Node

**Howie Zisser**

Digital Marketing Associate

[www.matchnode.com](http://www.matchnode.com)

## **Problem: Wrong message, wrong audience**

“ Inadequate social media targeting results in the company losing all of its authenticity, which is an ever-increasing factor in the consumer's mind when it comes to brand choice. ”



## **How to fix it: Target message to correct consumer**

Businesses that fail to properly target their prospects tend to create social media posts that are not only on the wrong channel, but also contain the wrong message. There are negative consequences to posting the wrong message to the wrong audience. When users read these posts, it creates distrust for that company, because it changes how they feel about the brand.

## Below are three ways that improper social media targeting can affect your business:



**You lose authority/credibility** – your audience perceives your business as illegitimate, because your posts are not relevant to their interests.



**Negative comments go viral** – posting content on the wrong platform can result in less-than-positive comments from users who are smart enough to know that your company has no idea what it is doing.



**You lose click-through opportunities** – when your content is on the wrong social media platform, it virtually eliminates any chance you have of users clicking to your website or blog for further engagement.

Howie Zisser is a Digital Marketing Associate for Matchnode, a strategic digital marketing agency based in Chicago that specializes in Facebook ads, video, landing pages and analytics.



# Social Media Marketing Mistake #9: “Not doing a fact check before posting on social media.”



Company: Piedmont Avenue Consulting, Inc

**Moréa Pollet**

Marketing Specialist

[www.piedmontave.com](http://www.piedmontave.com)

## **Problem: Racing to be first to post**

“ Nowadays it’s become a race to be the first one to get the words out. This practice hurts companies’ credibility and therefore impacts their long-term growth. ”



## **How to fix it: Get the facts right first**

In the 24/7 cycle of news and information, being first is less important than getting the facts right, because posting something that is quickly revealed to be false can irreparably harm the reputation of a business. Since branding is all about developing trust in your business, false information kills that process.

# No business wants the label of posting “fake news”. To avoid that mishap, here are three ways to ensure that your social media postings are accurate:



**Where are you getting your information?** – Is the source trustworthy?  
Has the source been wrong in the past?



**Is the source objective?** – Biased sources tend to push an ideological agenda that could taint the accuracy of the information



**Access tech tools**, such as Chrome Extension NewsCheck that can help determine whether images you post are real and accurate.

Moréa Pollet is the Marketing Specialist at Piedmont Avenue Consulting, and is also a consultant on effective business operations, administration, business development and event management.

# Summary:

Social media fails are so common among businesses today that many entrepreneurs simply shrug and keep doing the wrong thing in the hope that things will eventually work out. Looking at examples of bad social media posts one sees how the lack of SMM planning can derail a company's goals.

Negative social media examples should be a cautionary tale to any business hoping to use SMM as a main driver for engagement and website conversions. Businesses that view social media as an important tool in their marketing arsenal will take the right steps to ensure that their content is targeted, specific, valuable and original.

Without an understanding of the pitfalls of bad social media mistakes, businesses run the risk of damaging a company's brand. Once consumers lose trust in a brand, it is very difficult to regain that trust.

In this article, we looked at 9 distinct social media mistakes you can and should avoid if you want to achieve your SMM goals. By understanding how easy it is to fall into these traps, you can take steps to ensure that your business bypasses these failure-magnets.

If you own a business that **does not have an SMM strategy**, then you may want to consider the benefits of reaching millions of consumers on platforms tailor-made for personal, active and ongoing engagement.

Ensure that your content strategy for social media is effective and rewarding, with measurable ROI.

We hope that by understanding the 9 most common social media mistakes, and implementing the action steps we provide here, you will be well on your way toward success.

# About Us

Digital Authority Partners is a full service digital agency helping companies build products that delight users, engage customers, and grow their brand. We offer a complete set of digital strategy solutions, from ideation to product development, data analytics, marketing, and more. Contact us today!



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