

# TIPS & TRICKS FOR BUILDING A SOCIAL MEDIA PRESENCE

## PART ONE

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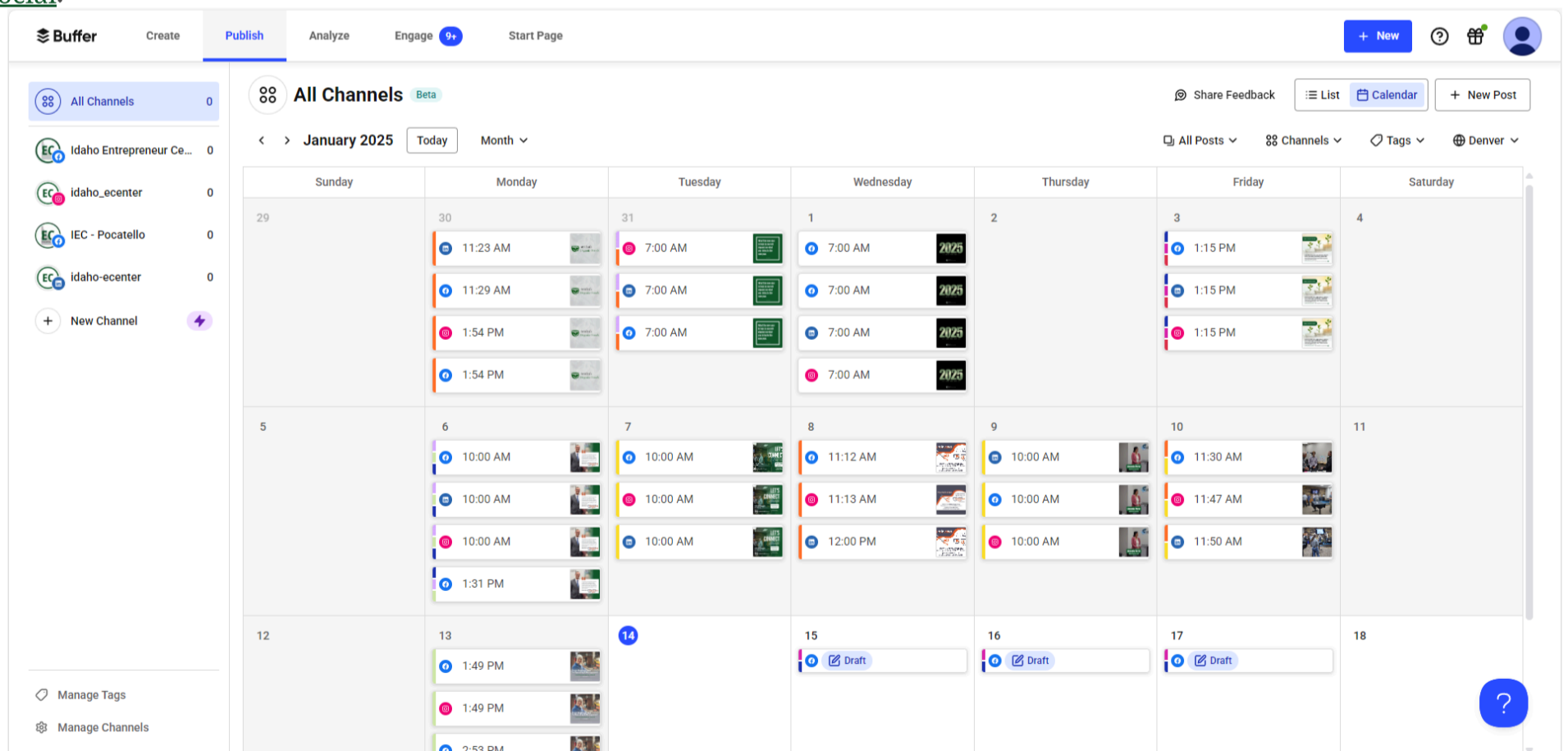
In the ever-evolving world of social media, businesses must adopt strategic practices to effectively connect with their audiences and enhance their online presence. From leveraging social media management tools to optimizing profiles and creating engaging content, establishing a strong digital footprint requires intentionality and adaptability.

The intended audience for this paper is small business owners, entrepreneurs, and social media managers seeking practical strategies to enhance their social media presence. It is particularly aimed at individuals or teams looking to establish consistent branding, optimize audience engagement, and maximize the impact of their content without requiring significant additional resources. Additionally, those new to social media marketing or looking to refine their existing approach would benefit from the actionable insights and tools discussed.

It explores six key strategies for building and maintaining a successful social media presence.

### 1. Use a social media management system to post.

A social management system is a software application that allows users to create, edit, organize and publish digital content on social media. Users can connect all their social media channels in one location and post simultaneously across their different platforms. Posts can be scheduled months in advance, allowing for more efficient management of a consistent posting schedule. Maintaining regularity in social media activity is a key factor in fostering audience engagement and growth. A free social media management software for all Facebook and Instagram users is the Planner tool in [Meta Business Suite](#). Those overseeing several social media channels beyond Facebook and Instagram may consider utilizing management tools like [Buffer](#), [Hootsuite](#), or [Zoho Social](#).



### 2. Ensure account handles/URLs are easy to identify.

When establishing social media accounts, it is important to select handles, URLs, and usernames that are easy to recognize and identify. Platforms such as Facebook and LinkedIn often generate default URLs, which should be updated to more recognizable and user-friendly options. Maintaining uniformity across all accounts, such as using similar Facebook URLs and Instagram handles, further enhances brand cohesion and recognition.

### 3. Optimize profiles.

Profile pages should provide a clear and immediate understanding of the account's purpose and content. Craft a clear and professional bio that effectively conveys your brand identity and select a clear profile picture. Using a logo as the profile picture is a highly effective option for establishing brand recognition. However, it is essential to ensure that the logo fits within the designated space. Creating a modified version of the logo tailored specifically for profile images or [favicons](#) may be necessary to maintain visual clarity and professionalism. Links to websites and other social media platforms should be included for easy accessibility. Businesses with physical locations are encouraged to display their address prominently to encourage local engagement. The cover image also offers an opportunity to communicate critical information, such as a mission statement or contact details.



### 4. Research the target audience.

Thoroughly researching the target audience is a critical step for businesses aiming to create effective social media content. Understanding what type of content resonates with potential customers is essential, given the rapid pace at which users scroll through their feeds. Posts should be visually appealing and provide meaningful value to the intended audience. Incorporating relevant keywords and images that clearly convey the business's offerings and benefits is equally important. Additionally, identifying the social media platforms most frequented by the target audience and determining their preferred content formats, such as videos, polls, or infographics, can significantly enhance engagement.



## 5. Use hashtags strategically.

Effectively utilizing hashtags can help align content with the intended audience while improving organization and searchability. Researching appropriate hashtags is a valuable strategy for enhancing visibility and expanding the reach of posts. Analyzing the hashtags used by competitors may also provide useful insights. Creating unique, brand-specific hashtags fosters user-generated content, allowing customers to actively engage with and promote the business.

## 6. Repurpose content.

Turn blog posts into infographics and podcasts into video clips. Creating entirely new content is not always necessary; instead, existing materials can be adapted for broader reach and impact. For instance, the IEC produces a [monthly podcast](#) that is promoted on social media, with short video clips repurposed into engaging reels. Additionally, key stories and insights from the podcast are highlighted in a whitepaper, which is further shared through dedicated social media posts.



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