

# The 3 Most Common Social Media Mistakes



and how to fix them!

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# Mistake #1

## Not Being Consistent

Not being consistent with updates is a social media killer. It's not that your followers are waiting all day, every day to see what you have to say. **But you do need to work with the technology** so that your followers see what you have to offer at least some of the time. Here's why this is so important.

1. Many of the social media algorithms will show your updates to more people if you post on a regular basis.
2. The more you post, the more likely it is that people will see your posts. It's a simple matter of increasing your odds.

When people start seeing your posts more, they'll start liking and sharing them more. **That makes the algorithms like you more, which makes them show your posts more.**

Social media algorithms are very complex and even though posting consistently is only part of the puzzle, it is still the foundation. This one activity supports so many of the other pieces that will make your social media actions successful. And because it's something you can contrile, it's the perfect place to start.

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# Why Is It So Hard To Be Consistent?

There are 3 things that seem to hold people back from being consistent, and they aren't what you would guess! Here they are:

- a) You have unrealistic expectations.
- b) You don't know your target market.
- c) You're trying to be perfect, all the time.

**Once you get past these 3 things, social media WILL become easier.**

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## Unrealistic Expectations

Unrealistic expectations often boil down to lack of interest or skepticism. That makes sense, right? If you find it boring or don't believe in it, then of course you won't be motivated to be consistent.

That's not completely wrong, but it's not the whole story. For many people, the lack of motivation is a result of disappointment in the results. **The reason for the disappointment b97862 is expectations set too high.**

**Here's a reality check.** Not every post is going to get a ton of likes, and the chances of gaining 10, let alone 100, followers every single day isn't likely, at least not for the average small business.

If you post even 1 update a day, here's how it will help your business:

- You will slowly but surely gain good followers.
- You will start seeing what works and doesn't.
- If you get all of the marketing pieces in place, you will find that quality and consistent social media posting will help you close sales.

When you take a look at your progress in a year, you'll be pleasantly surprised at how effective even one post a day can be!

Posting often and doing a lot of other advertising will help, but you don't have to be a superstar to see results.



## You Don't Know Your Target Market

Do you find that you never know what to post about? If so, it's very likely you don't know your target market. OR... you aren't using the right social media platforms.

A connection with and clarity about your target market is critical. Without it, it's very hard to find the motivation to be consistent. There's just no way you could be inspired or full of ideas.

Life WILL get easier once you figure out this piece of the puzzle. **Once you start communicating with your target market based on their interests and values, magic happens.**

Here's how knowing your target market will make social media easier for you:

- You won't always have to talk about you or your business in your posts.
- You will have a clear idea of what content to share.
- You will know which other social media accounts are most important to follow and promote.
- You will have a clear idea of what tone to use in your updates.
- You will know what to share on the different platforms.

If you can come up with ideas about what to post, I guarantee it will be easier to be consistent.



## Perfectionism

Are you always looking for the perfect strategy? What about the need for the perfect update, every single time?

Do you feel like getting those things just right will make it easier to be consistent? Do you feel that once you have found the perfect answer or approach, you'll be more successful?

That isn't the case. Consistency is the answer!

Here are the things that will improve when you let go of perfectionism:

- **A strategy will fall into place.** By posting regularly, you will figure out what works and what doesn't work.
- Over time, you will see that some of the posts you didn't think were perfect actually perform better.
- You'll develop a keen sense of which posts are more likely to get lots of shares, comments, and likes.

When you are able to let go of perfectionism, posting WILL get easier. When it's easier, it will be easier to be consistent.

**JUST START.** Create a strategy and make a plan but don't worry **too** much about getting your personal-educational-promotional (PEP) balance just right. Eventually it will happen if you're conscious about it.

# Mistake #2

## Not Engaging On Social Media

Thinking that you can approach social media like a huge brand is a big mistake. As a small business owner, engaging with others online will actually result in working less for better results. **Engaging also makes social media a lot more rewarding.**

Here's why engaging makes things easier:

- SHARING an update can be just as powerful than writing your own.
- When you start engaging with people, they will start engaging more with you.
- People will make an effort to look you up and see what you're doing if they see you comment on or share their updates.
- People will notice that you are a cool person who has a neat product or service, and they'll start following you.
- The algorithms will show your updates more frequently if you're engaging with people.
- The algorithms show your posts to friends, so the more friends you have, the better.

There is a great deal that goes into a strong social media presence, but engaging with others is one of the most powerful. A little goes a long way!

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# What Are The Signs That You're Not Engaging As Much As You Should?

There are many things that lead a self-indulgent social media account. Not knowing that it can make your life easier is one of the top reasons for not engaging as much as you should. Another reason is not believing how valuable engaging with others can be.

Here are the top two signs you're making this mistake:

- a) You don't share interesting and exciting updates by other people.
- b) You rarely comment on posts, or reply to comments on posts.
- c) You don't have many friends or people that you follow.

In my experience, the real time waster is the belief that engaging on social media is a waste of time.

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## **You Don't Share Interesting & Exciting Updates By Other People**

In real life, you probably get excited about things other people do or make. You also probably come across things you find interesting on a regular basis. Do you often share these things with people? You probably do.

You can use your social media profile to do the same. You should be sharing news and stories that your target market would find interesting.

By doing so, you come across as a person to your followers, not just a business. This makes them see that they fit into your clan, and leads to more loyal followers.

Here's how engaging more can improve your social media experience:

- If you share a post, that's one less update for you to write.
- By sharing someone else's update, that person and their followers will become aware of you (or be reminded of you).
- It can be a great way to educate people, without talking about your product or service.

You don't have to spend hours on this every day for it to work. But, it should make up a small percentage of your posts. In time, you'll find that many of the posts you share give you better results than updates you write yourself.



## You Rarely Comment On Or Reply To Comments On Posts

There are certain people I tend to avoid at parties: the ones who only talk about themselves.

It's not that I don't like or respect them, but talking to them can get boring. I am able to be much more engaged when I'm included in the conversation and story.

It's no different on social media. It's so important to be conscious about communicating and taking part in conversations.

Here's how commenting and replying to comments helps with your social media efforts:

- When you comment on a post, people who may never have noticed you might start!
- It reminds people about your existence in a friendly and genuine way.
- Due to algorithms and the sheer number of updates, people may not see your posts, but they will see your comment!
- When people comment on your post and you reply, they see you as professional.

People can tell when you are genuine. **Just be yourself and remember to follow the rules of life: Communicate. Don't just talk.**

# Mistake #3

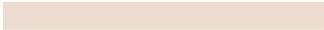
## You Promote Too Strongly Or Not Enough

Have you ever gone to a party, walked up to someone and asked them to buy your product? I doubt it, at least not before exchanging niceties. Even then, I doubt you'd come right out and say, "Hey, buy this", at least not until there was **a sign of genuine interest and discussions about your business.**

Here's why following this same logic is so important on social media:

- As a small brand, a large percentage of people will ignore your post.
- Based on the above, the algorithms will stop showing your posts.
- Even if people click, there's a small chance they'll buy. This is because you're getting people at all levels of the buying cycle. Most of those cold and warm viewers won't know you well enough to make the leap to purchase.

The idea that social media is a great place to sell is everywhere. What people aren't talking about as much is HOW to use social media to sell. It's a powerful medium for giving people confidence and getting them started on your buying funnel.



# Be Subtle On Social Media

You can use social media to promote, but being subtle is essential.

There are 3 things that will make you promote too much or too aggressively on social media:

- a) You don't know what else to share.
- b) You think that's how you're supposed to promote.
- c) You don't understand the art of subtle promotion.

What I've noticed is that getting the promotional pillar right is often the most confusing part of social media. **Once you see that there's a better approach, you'll never make this mistake again.**





## You Don't Know What Else To Share

Many of us think that the only reason people follow us online is because of our products. Naturally, this means that's all they care about, right?

Although a love of your product might be the reason they clicked that follow button, it's **not the best way to make them true followers and ambassadors for your brand.**

For that, you need to have a balanced PEP framework. People really do not care about you. This means that they welcome and value personal and educational information as well.

This is easy enough to solve.

- Aspire to believe whole-heartedly that the best way to build a loyal following, clients and sales is to provide them with a little personal insight into you, your business and its employees.
- Try to make 25% of your posts about you and your business.

Once you do that, you can provide education about your product, service or related topics.



## You Think That's How You're Supposed To Promote

Perhaps you think that asking people to buy your product works. But being direct rarely works in the cold and even warm stages of the sales cycle. Most of us still try it, though.

This problem isn't unique to the online world. We saw it during the days of door-to-door sales people. It has probably been used since the early days of the human race. **Even though MOST people sell in a direct way, it doesn't mean that it's the right way.**

The reason we don't know how to sell well is because most of us don't even know when we have met a great sales person. The best sales people are so good, we don't even feel like we are being sold to.

Here's what happens when you accept that being direct isn't always the better way:

- You stop feeling like a tacky sales person.
- You start connecting with your audience in a more genuine way.
- You find that social media becomes more rewarding.
- When you do sell in a more direct way, people will be more open to it.

Remember that most people aren't ready to buy when they're browsing most social media platforms. Choose your words and approach based on this idea.



## You Don't Understand The Art Of Subtle Promotion

There is no such thing as getting the PEP balance absolutely perfect. It will always be a work in progress and will **ebb and flow depending on what is happening with your business at any given time**. Besides, your PEP depends on your niche as well as on how established you are.

The average blogger, local business owner or freelancer should let promotional posts make up no more than 25% of their updates.

If you're new, it is a good idea for promotional posts to make up no more than 10% of your updates.

Ideally, the promotional part of your social media should be based on a well-oiled funnel that gets you leads and slowly turns those leads into sales.

Daily social media should focus on educational and personal posts as well as softer promotional posts.

# Final Tips

Social media is different from real life, but they are similar in that, if you always remain genuine, you will succeed in both realms.

Be confident and passionate about what you do. Share your passion, as well as the passions of other people.

You don't have to excessively comment, share or reply. The number and frequency depends on your niche. However, commenting, sharing and replying should be a regular part of your social media activities.

If you're new to social media, spending more time liking, commenting and sharing is the most efficient way to spend your time.

Get to know people in a genuine way. If you're skeptical, let me assure you that it CAN happen on social media! It may also lead to some mutually beneficial and joyful friendships.

*There are several studies that show that people need to see or hear about you 7-10 times before they will even consider buying your product or service. Social media is a great way of getting noticed 7-10 times.*

*Remember that when you post 7-10 times, not everyone who follows you will see those 7-10 posts, so keep posting regularly to increase your chances of being seen.*