

# CHEAT SHEET 2

## SOCIAL MEDIA FOR BEGINNERS - ESSENTIAL STEPS



**1**  
**CHOOSE THE RIGHT PLATFORMS**  
Select platforms where your audience is most active.



**10**  
**STAY UPDATED ON SOCIAL MEDIA TRENDS**  
Adapt to new features & trends, keep your strategy fresh

**2**  
**SET UP YOUR PROFILES COMPLETELY**  
Ensure profiles are filled with consistent business information



**9**  
**CONSIDER PAID ADVERTISING**  
Boost visibility with targeted ads for important posts or events.



**3**  
**UNDERSTAND EACH PLATFORM'S BEST PRACTICES**  
Learn the content and engagement norms for each platform



**8**  
**LEVERAGE HASHTAGS EFFECTIVELY**  
Use relevant hashtags to extend reach; avoid overuse.

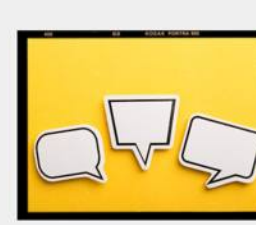
**4**  
**DEVELOP A CONTENT STRATEGY**  
Maintain consistency with a regular posting schedule.



**7**  
**MONITOR YOUR PERFORMANCE**  
Use built-in analytics to track engagement and reach.



**5**  
**CREATE A POSTING SCHEDULE**  
Maintain consistency with a regular posting schedule.



**6**  
**ENGAGE WITH YOUR AUDIENCE**  
Respond to comments and messages and foster community engagement.

## BOOST YOUR SOCIAL MEDIA IMPACT

IMPLEMENT THESE STRATEGIES TO GROW YOUR PRESENCE EFFECTIVELY.

DOWNLOAD THESE EBOOKS AND OTHERS  
[PAYSTACK.SHOP/MIKESAIIDWHAT](http://PAYSTACK.SHOP/MIKESAIIDWHAT)





# CHEAT SHEET 2

## 1. Choose the Right Platforms

- Identify where your target audience spends their time. Focus on two or three platforms (e.g., Facebook, Instagram, LinkedIn) to start, based on where you can best reach your demographic.

## 2. Set Up Your Profiles Completely

- Ensure all social media profiles contain accurate and consistent business information, including contact details, a description of your services, and a link to your website.

## 3. Understand Each Platform's Best Practices

- Familiarize yourself with each platform's specific content formats and posting guidelines. For example, Instagram favours high-quality visuals, while Twitter is ideal for short, snappy updates and real-time engagement.

## 4. Develop a Content Strategy

- Plan a mix of content types to engage your audience, such as videos, images, infographics, and text posts. Aim for content that educates, entertains, or inspires your followers.

## 5. Create a Posting Schedule

- Consistency is vital in social media. Use tools like Buffer or Hootsuite to schedule your posts to ensure you maintain a regular presence without needing to be online all the time.

## 6. Engage with Your Audience

- Social media is a two-way street. Respond to comments, questions, and messages. Engaging with your audience builds community and trust.

## 7. Monitor Your Performance

- Use social media platforms' analytics tools to track engagement and reach. This data will help you understand what works and doesn't, allowing you to refine your strategy over time.

## 8. Leverage Hashtags Effectively

- Use relevant hashtags to extend the reach of your posts. Research popular and trending hashtags in your industry, but don't overuse them. On platforms like Instagram, 1-3 hashtags per post is a good standard.

## 9. Consider Paid Advertising

- Boost your visibility through paid advertising. Platforms like Facebook and Instagram offer robust targeting options to reach specific demographics, interests, and behaviours.

## 10. Stay Updated on Social Media Trends

- Social media evolves rapidly. Stay current on platform updates, content trends, and user behaviour to keep your strategy relevant.

*This cheat sheet provides a structured approach for small business owners new to social media. It gives them the essentials to build an effective online presence that engages customers and drives business growth.*

**DOWNLOAD THESE EBOOKS AND OTHERS**  
**[PAYSTACK.SHOP/MIKESAIDWHAT](https://paystack.shop/mikesaidwhat)**

