

CAI Business Group

# SIMPLIFYING SOCIAL MEDIA

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Simplifying your approach to social media can help you manage your online presence more effectively and reduce stress. Here are five tips to help you simplify your social media usage:

- 1. Set Clear Goals:** Determine your objectives for using social media. Are you looking to connect with friends and family, promote your business, or stay informed about certain topics? Having clear goals will help you focus your efforts and avoid unnecessary interactions. If you are looking to promote your business, decide how much transparency you are willing to offer your clients. Do not box yourself into the role of a 'mission-only' social media branding presence. Remember, The fundamental rule of business that states: "People do business with people they know, like and trust." I will add to this statement an addition from my good friend and business colleague Mark Weiss. . . 'and have a relationship with'.
- 2. Choose Relevant Platforms:** Not every social media platform is necessary for your needs. Select a few platforms that align with your goals and where your target audience is most active. This will prevent you from spreading yourself too thin across multiple platforms. Use the Social Media frequency checklist to determine your plan of action as you learn them. Remember, 'it is normal to love people the way we need to be loved'. The key to building great relationships is to love people the way they need to be loved. . .figure out what your audience loves, align what you have in common with those interests and connect your brand to it!
- 3. Create a Content Schedule:** Plan your social media posts in advance and stick to a consistent posting and content creation schedule except for the occasional 'special event or fundraiser'. This will help you avoid last-minute stress and ensure that you maintain a steady online presence without constantly checking your accounts.
- 4. Limit Notifications:** Social media notifications can be distracting and time-consuming. Turn off non-essential notifications and set specific times during the day to check your accounts. This will allow you to be more present in the moment and reduce the compulsion to constantly refresh your feeds.
- 5. Include Who What Where When Why & How in every post:** Who is your audience? Make sure your content relates to them. What message are you attempting to convey? Is it clear and concise? Where can people find you? Location is also a great way to be found. When is the best time to post? Research, Research, Research! Why is this post important? What is the call to action? There should always be a call to action! How can people experience further engagement? Should they 'like', 'follow', or 'share'? Give your audience everything they need to lock into your social media presence.

Remember, the key is to find a balance that works for you and supports your goals while preventing social media from becoming overwhelming or consuming too much of your time and energy. Social Media can be simple, you just have to change your mindset towards it and take action. Don't overthink it. Don't take too much time to get it done. Just go for it! Keep in mind your options. CAI Business Group can either tell you what to do so you can do it yourself, walk alongside you to help you accomplish certain major tasks, or we can take over the stress and simply hit every goal you are interested in accomplishing for your business.