



**S**ocial media is essential for any business today. But why is it so important to use these platforms to engage your audience? Having a strategic social media presence benefits your business in a few different ways:

**Spread Awareness of Your Brand.** These platforms offer free marketing opportunities for your business. You can establish yourself as a helpful expert in your niche and gain new audience members who will then turn into customers.

**Your Customers Are Already There.** You don't have to create a social media presence and then invite your customers. They're already there. So, it's a great opportunity to meet your audience where they already hang out.

**Have Contact with Your Audience.** In years past, businesses paid a great deal of money for opportunities to interact directly with their audience. By simply creating a social media profile, you get the opportunity to give your business the human touch and gain insights about your customers for free.

**Direct and Effective Engagement.** Best of all, social media is a place where you can engage your audience and build strong relationships. An engaged audience is much more likely to buy.

If you're not actively engaging your audience on social media, you're missing out on a great opportunity. Here's how you can start building an active audience now.

### ***Develop an Audience Growth Mindset***

Many of us feel a bit uneasy when getting started on social media. This is especially true if you've never used it for your business before. Before you can jump into posting, get into the right mindset to grow your audience on social media.

Positivity is essential to any kind of success on social media. When you're positive, others naturally want to interact with you. Negativity, on the other hand, drives people away. You should always maintain a positive mindset whenever you log on and start interacting with people.

## ***How do you get into a positive mindset?***

One way is to create a routine that gets you into a good mood before you open your account. Find some activity that calms you, like exercise, listening to music, or meditation. It should be something you can do easily anywhere for just a few minutes before you get started.

Another way is to start with a piece of content that puts you in a good mood. It could be a funny video someone shared or a post whose words are uplifting. This can set the tone for your social media activities.

A positive mindset is a helping mindset, so get started each time thinking about how you can help others. Make it your mission to provide value to someone today or seek to uplift them and brighten their day.

Finally, if you can't say anything nice, don't say anything at all. Don't get on social media when you're in a bad mood. You're better off postponing it until you're feeling better. Your mood will affect what you post and how you interact with people.

In addition to being positive, there are two other important points regarding mindset.

First, although your goal might be to turn followers into customers and earn money, avoid thinking about sales and promotion when you're on social media. Be social, be causal, be personal, be friendly, but don't be pushing sales. Approach it with the desire to serve and get to know your audience.

Second, understand that social media is a long game. It takes a good amount of time after getting started before you start seeing results for your business. Right now, concern yourself with building relationships and spreading awareness of your brand.

### **Next Steps:**

Create a pre-social media routine that gets you into a good mood.  
Identify ways you can help people or lift them up with your social media posts.

## **Keep Your Audience Goal Front and Center**

Before you get started, it's important to clarify why you're growing your audience on social media. This goal will determine every decision you make along the way. It's not enough to say that everyone's doing it so you have to do it too. Just having a large following doesn't ensure that you'll get the results you want.

It's easy to spin your wheels and get nothing done on social media. It seems almost like it was designed to waste time! Each time you log on, you need to be focused on the goals you're trying to achieve, or your efforts may count for nothing.

Ask yourself:

- Why do I want a bigger audience on social media?
- What will it do for my business?

A good way to clarify your goal is to imagine your business in a few months, in a year, or in a few years from now. What do you hope or expect will be different about it? Then, consider how you'll get there.

Goals for growing your audience might include things like:

- Grow awareness of your brand
- Increase sales
- Drive more qualified leads to your business
- Spread your credibility or expertise
- Build a community around your brand

You might also consider non-business goals, such as having more free time, being able to quit your regular job, and so on. This helps further clarify and motivate you.

Your goal might be a mix of the above, but as long as you identify clear goals, they will help direct your social media activities toward getting results.

***Next Step:***

Identify your goal for growing your audience on social media and write it down in one sentence that's as clear and specific as possible.

## **Know Where to Find Your Audience**

Your audience won't automatically come to you if you simply make a profile. You need to go out there and find them.

They're definitely on social media, but which platform? There are five major platforms that are the most popular today. You don't have time to use them all, so it's best to pick the one or two where your potential audience is biggest and most engaged. Once you start seeing results, then you can add more.

The big five are Facebook, Instagram, Twitter, LinkedIn, and YouTube. Each has a slightly different character, functionality, and user base.

### **Facebook**

Virtually everyone uses Facebook, so there's a good chance your audience is already active there. The platform has groups and pages that are designed for businesses and offer great ways to engage with your followers.

### **Instagram**

Instagram is continually growing in popularity. It's devoted to sharing photos and videos, so it's ideal for brands that are visually-based.

### **Twitter**

Twitter features timely content such as breaking news. It allows only short posts with a limited number of characters. It's especially good for research to see what's trending right now.

### **LinkedIn**

LinkedIn is a networking site for business professionals that's especially useful for B2B businesses. Since it's business-oriented, it's great for building authority and full of useful features.

## **YouTube**

Most people know YouTube as a site for watching videos but it's also a social media platform. You can make an account and business channel and share videos, as well as interact with other content creators.

Base your decision on where to start by discovering where your potential audience is. Look in particular for discussions where people are actively talking to each other. These are opportunities for you to join the conversation.

If people are using a platform but there's little opportunity to talk to them, it won't be useful for growing your audience.

If you know your target market demographics, you can probably get a good idea of what platforms they use. You can also ask your existing customers or followers where they like to spend time online.

### ***Next Steps:***

Research the major social media platforms to see where your audience is already actively engaged.

Set up a profile on the platform where you see the most engagement.

## **Show Up Every Day and Interact**

As mentioned above, social media is a long game where you don't see results right away. You have to be there every day interacting with your audience. It's time-sensitive, so you have to maintain a regular presence. Your audience is always there, and they expect you to be there as well. It may sound overwhelming, but get started by spending a bit of time each day. Create a schedule where you log in a certain number of times and spend a certain amount of time there per day.

This should be time focused on performing specific tasks, not just time spent surfing and scrolling. Identify tasks you'll do, like posting, commenting, and answering questions.

Every time you post content, plan time to watch it so that you can respond to comments in a timely manner.

Other activities you might want to plan time for include:

- Connecting with new people
- Researching your audience to gain insights so you can better target them
- Reading and interacting with the posts of your audience
- Following the content of competitors to see how they market to their audience
- Looking for new groups and other opportunities to interact with new people
- Checking out metrics and stats to see how your audience has grown
- One tip to make the best use of your time is to customize your news feed so that you only see relevant content.

It takes some planning at first, but after you get into the flow, you'll naturally log in each day and check up on activity. Start small with whatever time you can dedicate to it each day, and then you can scale up as your audience grows and you start seeing results.

***Next Steps:***

Determine a daily social media schedule that's focused on tasks that will help you reach your goal and doesn't take a great deal of time out of your other work.

Identify the activities you'll carry out during that time and a time for each.

## **Always Have a Call-to-Action**

No matter what your goal is, the key is to engage people. You don't create content for people to just passively watch or read on social media, but for them to comment on, share, and interact with in other ways.

Social media content is a golden opportunity for getting your audience to take action. You should include a call-to-action wherever appropriate. While you have people's attention, ask them to visit your website, read your latest blog post, watch a video, sign up for your list, check out free stuff you're offering, and so on.

How do you get people engaged?

**Ask a Question.** Pose a question to your audience and see what answers they come up with.

**Share a News Story.** Find a relevant news story you can use as a conversation starter and ask for opinions.

**Share a Tip.** Share a helpful tip and ask people to contribute their own. Focus on a problem your audience has and ask how they've solved it.

**Take Advantage of Engagement Features.** Each social media platform offers its own engagement features. Explore these features and see what you can do with them.

**Join Group Discussions.** Each platform also has groups where you can join discussions and interact with other members. Find out which groups your audience is in.

**Interact with Your Audience's Content.** Leave comments on and share your followers' content. People will appreciate it and also be encouraged to share yours in return.

**Present a Challenge.** Give your audience a challenge to participate in, such as creating an image related to your niche or products.

Finally, find the best times to post. You'll see higher engagement and better results for your efforts if you're active on social media at the same time as your audience is. Experiment with different times to see what works best.

**Next Steps:**

Identify 3 of the mentioned strategies you will use for engagement.  
Decide what action you want people to take and where you can include that call-to-action.