

Coates Communications
RESULTS-ORIENTED MARKETING



21 Common Social Media Mistakes





Overview

In this course we will be looking at how to improve your social media by knowing what not to do.



1. Not Tracking Your Analytics

Tracking your analytics are important to understand what is working in your social plan and what isn't.



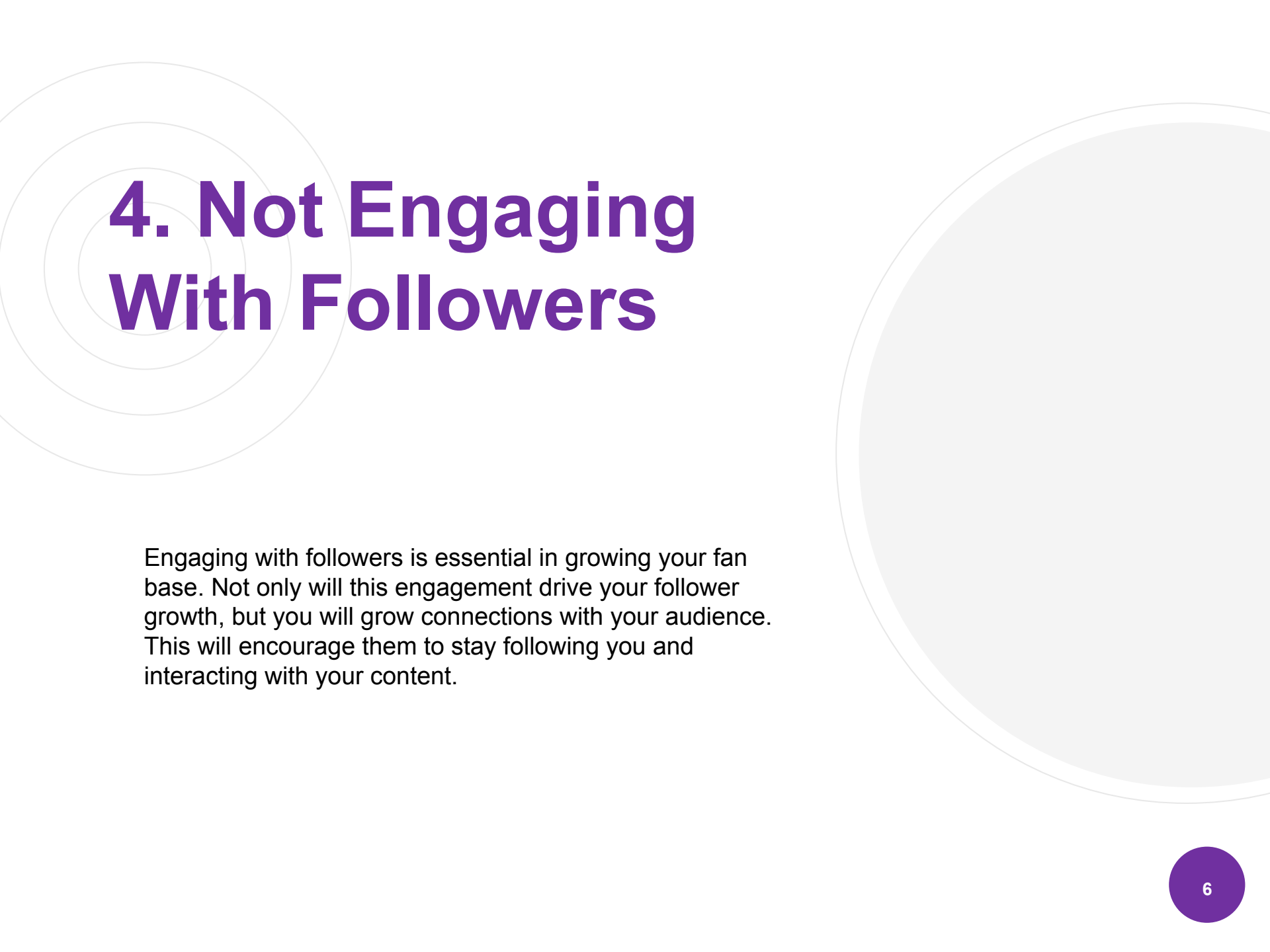
2. Not Having a Social Plan

Having a social media plan is important to understand your goals and how to reach those goals. Knowing your plan will help keep you on the right track to grow your business.



3. Thinking Each Social Media is the Same

Each social media platform has a different algorithm that requires a unique strategy for success. It is important to understand how they are different so you can change your plan to fit each one.



4. Not Engaging With Followers

Engaging with followers is essential in growing your fan base. Not only will this engagement drive your follower growth, but you will grow connections with your audience. This will encourage them to stay following you and interacting with your content.

5. Not Targeting Your Audience

When creating content, it is important to direct your posts towards your followers. If your audience is following your account for real estate content, make sure you are only posting about real estate. When content is posted randomly, followers will quickly lose interest.





6. Buying Followers

This is a common mistake among creators who are just starting out. When you buy followers, those followers are fake accounts who are not interacting with your content. This, in turn, doesn't help the growth of your business.



7. Not Using Paid Ads

Instead of putting money towards buying followers, put it towards paid ads. Ads distribute your content to real accounts and help grow awareness for your brand. This is an organic way to reach users who will continue to interact with your content.



8. Not Using Images in Posts

It can be easy to rely solely on graphics for content. However, posts with images have been proven to perform better on all social platforms. Try using photos of a new listing as opposed to announcing it with a graphic.



9. Communicating from a Business Perspective Instead of an Audience Perspective

Communicating with business language can be confusing and overwhelming to an audience who isn't a part of your industry. Try simplifying business terms so your followers can connect with your post.



10. Not Posting Consistently

Posting consistently is one of the most important social media tips out there. When followers are not seeing your posts multiple times a week, they're likely to forget about your page. Posting consistently helps keep your brand in their mind.



11. Not Using Hashtags

Hashtags are crucial for getting your post in front of an audience who is interested in your niche. Use hashtags that are relevant to your brand to help attract the right followers.



12. You're Not Using All Aspects of a Platform

Each social media platform offers a variety of services that can help you grow your following. Posting to your feed, story, live video, reels, etc. can help drive your engagement.



13. You're Not Directing Followers to an Email List

Directing your followers to your email list is a great way to stay connected with them. Send your followers emails on new listings and open houses!



14. Not Sharing Other Users Content

Simply posting another user's content on your story will help you build connections with your followers online. When you repost someone else's content, they are more likely to repost yours as well.



15. Not Utilizing Videos As Much As Photos

While videos take more time to create, they draw higher engagement than pictures do. Videos that are as simple as a room tour in a new listing is likely to draw a bigger audience than a photo of that same room.



16. Not Providing Contact Information

When promoting yourself online, make sure to provide contact information to your followers. Direct them to your phone or email to schedule a consultation or a short phone call.



17. Not Being Authentic

It can be easy to just show your business side online, but being real and authentic with your followers builds their trust. Try responding to your followers comments in a meaningful way and showing off your personality.



18. Posting Too Much Promotional Content

Use some posts to talk about yourself and your background. When every post is promotional, your followers will not get to connect with you and your brand.



19. Hiding and Deleting Negative Comments

While negative comments can be discouraging to receive, they can serve as insight into things you can improve upon. If they are constructive, take them as guidance!





20. Not Collaborating

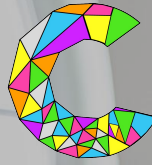
When you team up with other content creators in your niche, you miss out on the opportunity to connect with their followers. Collaborating with others is mutually beneficial and can be a way to quickly grow your following.



21. Not Staying Up To Date

Social media platforms are constantly changing so it is important to stay up to date on the latest algorithm changes and new trends that have arisen.





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Thanks for Listening!

