



10 Critical Social Media Mistakes Small Businesses Make

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Social media remains to be one of the primary drivers of growth for businesses; especially when reaching a local market. As a small business owner, your social media presence needs to be consistent, active, and on-brand. Additionally, potential customers will use your social media to evaluate your legitimacy as a business when deciding whether or not to work with you.

Do you make the cut? Below, we outline the ten most common mistakes we see small businesses make, and how to fix them.

Mistake #1:

Wrong Size Profile Picture

One of the most common mistakes we see is using profile pictures that aren't cropped to the correct dimensions of the corresponding social media platform. This looks tacky and unprofessional.

[This guide](#) will outline the right size profile picture, cover photo, and more for each platform. You can use a software like [Canva](#) to easily upload and resize your profile picture. PS - make sure your profile picture is the same size picture/logo across all platforms!

Mistake #2:

Not Posting Enough

It's a major red flag for your new social media visitors to see that your last post was in 2016. Consistent posting is key to ensuring you're delivering relevant content on a regular basis. You don't need to post every day, but as a starting point, aim for once per week if you are currently posting less than once per month.

Mistake #3:

Treating Every Platform the Same

Although platforms like Instagram make it easy to share your latest post to Facebook with the touch of a button, this should rarely be done. A post formatted for Instagram is not meant to be automatically shared to Facebook. Make sure you are posting content to each network separately, and formatting each post to fit each platform.

Mistake #4:

Ignoring Data and Posting Whatever You Want

You don't need fancy third-party software to access social media analytics. Facebook and Instagram have free, built-in data insights that will let you know which of your posts get the best reach, what times/days your fans are likely to be online, and more.

Keep an eye on these metrics and be in the know of what posts work, and which don't. If you have a photo you want to share with your audience, don't just post it. Check what day of the week your audience is most likely to be online, and post it then. You can use a free tool like [Hootsuite](#) to schedule posts in advance.

Mistake #5:

Constantly Promoting Your Brand

Your social media content should be 75% engaging, and 25% promotional. Your audience goes on social media to be educated, entertained, and excited about the things they care about. Providing content that primarily meets those goals is key in keeping your visitors engaged - [here are a few examples](#) to get you started.

Mistake #6:

Not Proofreading Your Posts

Even the smallest grammatical error can leave the wrong impression to a user. Make sure you double and triple check your posts before posting to ensure everything is clean and free of errors.

Mistake #7:

Using Your Business Profiles for Personal Use

There is a big difference between your business profile and your personal profile. Keep the pictures of your kids and day to day updates to your personal profiles, and business updates to your business pages.

Mistake #8:

Not Responding to Comments

When a visitor makes a comment on one of your posts - positive or negative - make sure you respond! It's critical to ensure they know you are listening and that you care about what they have to say. If the comment is a nasty complaint, that warrants a personal message or email to that individual to ensure their complaints are properly addressed.

Mistake #9:

Not Sharing Other Accounts Content

Especially when it comes to a local market, it's important to support other businesses by sharing relevant content to your pages. Whether it's a client's post, a local business you support, or a message that's relevant to the theme of your page, mix in a variety of posts from other sources and pages (and always give credit - don't steal content!)

Mistake #10:

Posting Without Strategy

Before you post, ask yourself, "Why would my audience care about this post? What action do I want my audience to take from this post? What will my audience learn from this post?" If you can't confidently answer these questions, reconsider posting it. Additionally, ensure you spread out different types of posts over different days/times to diversify your content.

In the modern digital age, your online presence is a direct reflection of your business. If you're ignoring social media, you're missing a major opportunity to attract, engage, and convert potential customers.

Questions? [Email us.](#)