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## *Module 19, Lesson 1 Handout:*

### **12 Biggest Social Media Mistakes**

No matter which platform or platforms you ultimately choose for your business, I want to make sure you AVOID the 12 biggest mistakes people make when trying to grow their social media following. These are things that I see happen all the time, many times out of good intentions, and they pretty much apply to any social media platform out there.

1. **They try to be someone they aren't.** Remember that time when you were trying to think of 40 ways to post an avocado toast, or rock that workout outfit you didn't feel comfy in because everyone was doing it? And where exactly did that get you?! Change your mindset: don't feel inferior because you can't be them. Feel sad for them because they can't be you.
2. **They try to do too much.** We've all been there. You feel you need to be on every single social media platform to have an impact on your business, but then you realize you aren't doing anything well. Change that mindset- you need to do everything you do WELL. If you can't do it well, don't do it at all. There, you now have permission to take a breath and focus on what you know you're best at. The bottom line is, as we mentioned before, YOU CANNOT BOIL THE OCEAN!
3. **They post inconsistently.** Consistency is key in every marketing effort you undertake, and you need to train your audience that they can count on you. Nobody wants to be ghosted! If your social profiles are unreliable, then so are you, right?!
4. **They don't engage with other profiles.** Yes, you want people on your profiles, but they need to be able to find you! Engaging with other people and businesses on social media will not only bring you more partnership opportunities, but it will also let more people know who you are and learn more about you! Remember the word "social" in social media. Don't always be the host; sometimes you need to be the guest.
5. **They spend all their time on Instagram stories and none on Instagram feed, or vice versa.** It's all about balance and purpose. Your feed should represent your business, and your stories should give insight to who you are. Both are important for different reasons, so be sure not to neglect either. Half your visitors will want stories, and half will want to scroll through your feed. If you only pay attention to half of your opportunities, then you'll only give half of your visitors a reason to come back.

6. **They don't spell check.** Does this drive you nuts, too?! Reread your draft before you press POST and you'll save yourself from losing credibility, annoying your audience, and driving the grammar police crazy. :)
7. **They don't have clear goals.** Ever post just to post? Ever scramble for content just to get something up? Ever take a picture that was funny to you at the time but might not make any sense to your audience? Every single thing you post for your brand should be considered a piece of content, and every piece of content should have a purpose. Social media should be strategic, always.
8. **They are faceless without a human touch.** Don't have a creative bone in your body? Afraid of being judged, so you walk a VERY straight line? Be careful of walking too straight of a line, to the point that nobody can figure out who you really are. If your audience can't connect to you, they won't buy from you. If a corporation can make a toothpaste commercial feel emotional and friendly, then you can make your brand appealing, too!
9. **They make it all about them.** Ever have that friend that always wants to talk about themselves, and never asks how you're doing? Don't be that friend on social media! Social media is all about being SOCIAL - which means it has to be a two-way relationship. Even if your brand really is all about you, your marketing needs to be all about them.
10. **They buy fake followers.** Don't do it. It's a waste of money, it's very easy to see who's done it, and it crushes your credibility. As tempting as it may seem to get a jump in followers in one fell swoop, in the long run it's a recipe for disaster.
11. **They set it and forget it.** Social media scheduling tools can be a godsend to save time and help you stay on top of other aspects of your business, but they can also be the reason your social media fails. Yes, we encourage bulk posting and post scheduling especially when you're flying solo! BUT, that doesn't mean you can think your social media will engage by itself. You must spend time DAILY engaging with your audience, or your entire social strategy will fail.
12. **They fail to analyze.** Creating content YOU like may not be the same as creating content your audience likes. Just because you LOVE posting cat pictures doesn't mean your audience wants to see them. Take the time to review the stats, and if your cat photos aren't getting any engagement, then it's time to rethink your strategy.