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**Becky Livingston** • Oct. 01, 2020



Choosing a social media platform might feel a little like bobbing for apples. When you start the process, you're unsure if you're going to succeed.

Being active on at least one platform where your target audience resides is key. But, what should you sidestep when it comes to your firm's social media strategy?

Here are a dozen bad apples you'll want to avoid.

1. Jumping on a trending topic/meme/hashtag without doing research beforehand.

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- Engaging comments is one of the best ways to build engagement and creating relationships. Responding to people's comments builds relationships social media users seek.
6. Being active on too many social media platforms. Identify where your target market is active and focus your efforts there.
  7. Buying followers could be ghastly. Sure, it might increase followers, but ROI will be the casualty.
  8. Neglecting a variety of media in your posts. Mixing media helps to create interest in your posts and keeps followers engaged.
  9. Presenting an impersonal profile. Social media users want to engage with a human, not robots. Make your posts relatable, fun, and friendly.
  0. Doing everything yourself. Finding the right help can make all the difference in your social media efforts. Social media may be free, but it's time consuming, takes energy, and requires creativity. If you're lacking in any of those areas, consider outsourcing this task.
  11. Posting only your own content. It may sound counter intuitive, but sharing other people's content demonstrates the "social" aspect of social media. It also broadens your brand reach.
  2. Forgetting to listen. The more active your brand becomes the more people will talk about it. Create a [Google Alert](#) to receive notifications whenever your brand is mentioned online. If you're using a scheduling tool, you can establish triggers for your brand, products, or services. You can even "listen" for the competition.

What can you do to avoid these blunders?

- Prepare a [social media content schedule](#). Define the day(s) of the week and time(s) of day you will post. Remember, you can post content more than once in a month, e.g., in the morning one week and again in the evening 15 – 20 days later. Use a different image and headline for each post to draw in more readers.

- Create a short list of hashtags, such as #Accounting, #Bookkeeping,

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Use a graphics tool and/or royalty free image site to help you create social media images and video that can go with your posts. [Canva.com](https://www.canva.com) and [Pixabay.com](https://www.pixabay.com) are terrific resources.

Social media doesn't have to be scary. By mixing a potion of entertainment with education, you are providing valuable information in a way that makes people want to come back for more.

Firm Management

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