

Retail Bakers of America

Baked Goods

Social Media Madness

Does your Business need to be on ALL social platforms?

Social media is a gift to the modern business owner, but it can also be a huge burden when you're already super busy actually running that business. Instagram, Facebook, Pinterest. Yelp. They are all great ways to connect with your customers. However, as each platform makes changes to their own way of doing business, keeping up with social media can be an overwhelming game to play.

The question has come up, "does my business really need to be on all social media platforms?"

To that I say, no & yes.

I can understand the knee jerk reaction to feel like your business needs to be on all social platforms that have a buzz. However, since each social platform has their own "rules to the game," you could literally spend your entire workday just connecting with folks on social media.

If you have the staff for it, great...go for it. However, for those who are solo-prenuers or have a limited staff, this just isn't feasible. Of course, if you can afford to hire a social media marketing agency, that will help you stay connected and active on social media. However, even the best social media company isn't going to manage ALL social media platforms for you without it costing a hefty fee.

This all leads me to the reason behind why I say "no, you don't need to be on all social media platforms."

Regardless of whether you have a team behind you or you're working on your own, trying to play the game on all social platforms is going to cost you in time and/or in financial resources without any guaranteed financial return. Instead, I recommend that you identify 2 or 3 social media platforms that (1) resonates with your crowd and (2) you find to be successful for your brand. Then, put most of your energy into building those outlets.

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Although most of these platforms have their own rules, they all essentially boil down to authentic connections between you and your followers (or subscribers). If you're running a business solo and you're organized, building an online community around your brand by using only 2 or 3 social platforms is very possible. In fact, I'll share the techniques I've used to build my online community using social media in the next blog installment.

For now, let's talk options.

In the food industry, platforms such as Instagram and Pinterest are both great places to start when it comes to building an online community because they focus on the visual. If you produce delicious products that look appetizing in pictures or videos, you'll fit in well on these platforms. If you focus on weddings, look into getting active on Wedding Wire, The Knot, and Facebook Wedding Groups in your area. If you host classes, consider starting a YouTube channel to showcase your teaching skills. Then finally, Pinterest and Google My Business are great for those with products that get rave reviews.

The point is to not spread your efforts too thin. You can't be everything to everybody. So, don't allow social pressures to make you feel like you *HAVE* to be. Try out new platforms when they come out or ask others in the industry about their experience with the app(s), and then allow that to guide your decision to apply energy to that platform.

Now...why did I previously say "yes"?

Well...as someone who owns an Instagram name that was not my first choice, I will tell you that you should (in the least) create an account using your preferred username on all of the major social media platforms. You never know what the future holds. The newest app that seems like something inconsequential may actually be the next Facebook. So, whenever you hear of a new app gaining buzz, make sure to create an account if for no other reason than to secure your preferred username.

You don't have to be active on the app. However, just in case the app becomes a huge hit, you want to make sure you have the exact name you want before it's taken from you. Then, once you've created your account, go back to doing what you were doing on your 2 or 3 foundational social media platforms.

