



5 Social Media Myths Debunked

GoDaddy[®] Social

5 SOCIAL MEDIA MYTHS DEBUNKED

In the world of social media, it can be hard to separate myths from realities. Understanding the reality of what is effective on social media can help influence your local business' social strategies and help you elevate your online presence to get your brand in front of new eyes.

Here Are The Top 5 Common Social Media Myths -- Debunked:

1.

MYTH

My business is doing well on social media if I have a lot of followers.

Often brands and businesses will judge their social media success by the number of fans, followers, friends, and connections they have.

REALITY

While the size of your account can act as social proof, it does not directly affect the success of your social media strategy. You can have a small social media community and still be extremely successful with your strategy if you are directly connecting and engaging with your ideal customers.

It means more for your brand to have 50 followers who are always engaging with your content than 500 followers who never click like, share, or comment on any of your posts.

You want people to engage with your content to create better online conversations, which helps you build relationships with potential and current customers and spread word-of-mouth for your business.

Here's how you can generate more engagement:

Think quality, not quantity, for your followers

You want followers who are interested in your content, are in the market or area you're trying to reach, and share compelling posts of their own. The more relevant and real your followers are, the more they will engage with your content.

Think about the content in your posts

In order to post content that is relevant to your target audience, you should ask yourself, "What are people responding to?" and "What content gets my followers excited?" Asking questions will help you start conversations with current and potential customers.

Think about the timing of your posts

Spend some time getting to know the times that work best for your content and your audience to find the times you're likely to get the best response. For example, if you're a restaurant, try posting before the lunch rush to help your online audience decide where to grab their next meal.

2.

MYTH

It's difficult to figure out ROI with social media.

Many local business owners think that it's hard to see the benefits of the investment of their time and money on social media.

REALITY

Every social media platform offers insights into how your content is performing and what your followers and visitors are doing on your page.

Whether you're posting on Facebook, Twitter, or Instagram, all social media networks have built-in analytics features so you can see what kinds of posts get the most engagement, which tweet has the most retweets, and what time of day your photos are most likely to be liked.

Here are some insights to keep in mind whenever you're evaluating:

Facebook: Post Clicks

In your business' Facebook Insights tab, you can see how frequently your posts are clicked, meaning someone clicks "Read More," opens a link, or views a photo. Your followers are clicking on the content they find the most interesting. See which posts are piquing your followers' interests, and let that inform your content strategy moving forward.

Twitter: Top Tweet

When you open Twitter Analytics, you can see your highest-performing tweet for any time frame that you select. The Top Tweet is determined by Twitter as the tweet with the most impressions, or the tweet that users saw in their feeds the most. Getting your content in front of more eyes increases your brand awareness! Once you see your Top Tweet trends, you can figure out the kinds of tweets you should continue to share and at what times.

Instagram: Engagement Rate

Engagement rate is calculated by dividing the number of likes, comments, shares, or clicks on a given post by the number of people the post reached. This is designed to measure what percentage of your audience engaged with your content. Identifying your brand's most engaging content can help inform your future posting schedule.

3.

MYTH

Social media should be used for marketing purposes only.

Often, businesses use social media to show off their products, services, and specials to encourage their followers to visit, buy, and recommend them. That's not actually the most effective strategy to get new customers in the door.

REALITY

Social media is about creating relationships with your customers by sharing content that resonates with them and starting conversations to keep your business top-of-mind. You're not maximizing social media's potential by just using it to promote your products to your followers.

If someone is following you on social media, they already have an interest in what your business offers. Sure, showing off your most popular menu item or sharing that your auto shop does the best oil change in the city is effective -- but, the bulk of your social media content should showcase your business' personality, connect with your followers, and add value to their feeds.

Share these posts to build your brand and relationships with your customers:

Testimonials

Whenever your customers have positive things to say about your business, share those testimonials on your Facebook and Twitter profiles! You can turn your customers' feedback into visually-appealing graphics or directly quote their reviews.

Educational Content

You are an expert in your industry -- your customers can benefit from your knowledge! If you're a pet store, share articles about the healthiest pet foods on the market, or if you're a hotel, share travel articles about the best things to do in your city. Your followers will love the insight!

Questions

Asking your followers questions is a great way to get them engaging with your Facebook, Instagram, and Twitter pages. You can ask fun questions, like "What's one item on our menu you'll never get tired of?," or factual questions, like "Who was the first celebrity to ever wear high heels?" Encouraging a response from your followers is a great way to start conversations.

Entertaining Content

Your followers will always enjoy a good, fun post! Whether it's a random fact about something relevant to your industry or a fun photo of a member of your team, it'll be easy to delight your followers.

4.

MYTH

Businesses need to pay for advertising to be successful on social media.

Many business owners think they're unable to grow their following on social media without paying to promote their posts.

REALITY

Paying to boost a post on Facebook or promote a tweet on Twitter is an effective way to reach potential new customers, but your business doesn't have to invest dollars in social media to find new customers.

At GoDaddy Social, we believe that the best conversations online are organic. [Here are some ways to get your pages in front of new eyes:](#)

Contests

It's easy to run a contest on platforms like Facebook or Instagram to get your followers engaging with your content. One of the most common ways to do it is to ask your followers to tag a friend in the comments. For example, if you're a bowling alley, share a photo from your business and try using the caption "Tag the friend who you want to come bowling with you this weekend! One lucky commenter will win a free game."

Asking your followers to tag their friends will get new eyes on your page and encourage them to stop by your business!

Cross-Promotion

Some of your fans may not know all of the social media platforms where they can find your business. Be sure to share an Instagram post on your Facebook page or tweet a link to a Facebook album -- this will encourage loyal and new customers to keep up with you across the world wide web!

Hashtags

One of the most cost-effective ways to get new eyes on your business' page is to use hashtags relevant to your industry. The best part? It's totally free. Hashtags are very popular on Twitter and Instagram. If you're a restaurant, try using hashtags like #food, #yummy, or #dinner, or for clothing stores, try #OOTD (outfit of the day) or #whatiwore. Social media users searching these hashtags for posts will find your business and maybe even give you a follow, like, or share!

5.

MYTH

The same content works on every platform.

Some business owners think that if they are consistently updating their business' social media pages, it doesn't matter if the content is the same on each social platform.

REALITY

A lot of your loyal fans are following you on multiple social media platforms, so it's less exciting for them when you post the same post and caption across the board. Plus, each platform has its own demographic and types of content that will perform well for your business -- not every Facebook post will work on Twitter, and vice versa.

Varying up the way you post on each platform will not only make your followers excited to see your business' name pop up in all of their feeds, it'll be strategic for your brand for engagement. Let's say you have a photo of your restaurant's most popular dish -- [here's how you can write social copy for each platform:](#)

 "Weekdays are hard. Let us make your dinner plans easy for you tonight."

 "We know what you're doing for #dinner tonight! #datenight #ATXeats"

 "Locally-sourced ingredients, prepared to order, and beautifully plated. Yum! #instafood #eatlocal #farmtotable"

Consider the most common social media myths debunked! Now, you can move forward with your social media strategy and delight your customers online just as much as you would in-house.

GoDaddy® Social

Let us do it for you!

Engage your customers like never before with **GoDaddy Social**.

We help businesses elevate their online presence on the platforms that matter most to consumers. Keeping up with your social media, reviews, and online customer service is a full-time job. We're the team that does it all, so our customers can focus on their business. Request a free social media assessment below.

[FREE ASSESSMENT](#)

or, give us a call:

(844) 870-9894

