



# 7 REASONS YOUR SOCIAL MEDIA ISN'T WORKING (AND ACTIONABLE WAYS TO FIX IT)



FIVE MINUTE SOCIAL MEDIA



Below are 7 possible reasons your social media might not be working, along with actions you can take to improve each. Got any questions about any of them? Join our free Facebook Group and ask!

<https://www.facebook.com/groups/fiveminutesocialmedia/>

## 1. TOO MUCH SELLING

I listed this one first because it's the biggest mistake I see businesses make.

Have you ever logged onto Facebook thinking, "Let me see what kind of ads I can see today?"

People open their social media apps to connect with friends, family and their community, as well as be entertained.

Is your content interesting or entertaining? Or are you just trying to get a sale?

A good balance is to post non-sales content 80% of the time. Then 20% of the time you can have a more sales-related post. Even then it shouldn't be annoying like a typical used car salesman.

## 2. YOU AREN'T TALKING ABOUT THE THINGS YOUR AUDIENCE IS INTERESTED IN

This happens a lot. Business owners tend to post about the thing they are interested in rather than their audience.



If you are a mortgage broker, you probably enjoy watching the stock market and interest rates right? But that is BORING to most of your audience.

Think about what you can post that is interesting, helpful, or entertaining to your audience.

Even if you think your job or industry isn't that interesting, there are aspects that are fascinating to those outside your world.

### 3. YOU HAVEN'T CHOSEN A SPECIFIC GOAL

Every time you post you should have a specific goal in mind. Most of the time that goal will be to get engagement (this helps you in the algorithm), but what kind of engagement?

Do you want them to Like your post? Do you want them to comment? Do you want them to click a link? Watch a video?

Decide on your goal each time, then make sure to create the post in a way that helps achieve that. If you want them to comment, ask a question. If you want them to click a link or watch a video, use the caption to tease something awesome in the link or video.

**WARNING:** Most social media algorithms fight against "engagement bait." This means you should avoid language like, "Comment if you like puppies," or, "Tag a friend who loves motorcycles too!"



#### **4. YOU'RE BEING BUSINESS-SELFISH**

This goes along with #2 on this list, but is slightly different. When you are creating content for your social media you should always ask:

"What would my ideal customer or client like to see?"

You can start by going through your old posts and asking:

"Would my ideal customer or client enjoy this or engage with it?"

By the way, avoid thinking, "My ideal customer would love to see 10% off deals!" That is being business-selfish again.

#### **5. YOUR AUDIENCE ISN'T EVEN SEEING YOUR CONTENT**

Currently content on Facebook business pages is only reaching about 1% of their total audience. If you have 1,000 followers, only 10 people are seeing what you posted. Ouch!

What can you do about it?

Focus on creating posts that get engagement. Ask friends to comment to get your post going, or even use your own personal account to do it if it make sense!

Consider spending a little money to boost or promote your posts. If your content is good, you'll get lots more free reach along with it!



## 6. YOU AREN'T BEING CONSISTENT

All of the social media networks try to show people content they are currently interested in. If you only post once a month, even the people who enjoyed that post have moved on to other things.

However, if someone engages with your post and you post again a few days later, the algorithms are likely to show that post to that same person. Being consistent will build momentum.

## 7. YOU AREN'T BEING SOCIAL

Social media has two parts: The "social" and the "media." If you are just posting and not engaging, you are only doing the "media" part.

Take time to engage with other people. At a minimum, reply to every comment you get with a meaningful response - none of this, "Thanks for the comment" crap. I like to reply in a way that gets them to reply at least one more time.

Every time someone comments on your content, the algorithm will show that content to more people in their feeds. Every time you reply to someone and they reply back, the algorithm will show it to even MORE people!

You should also take time to engage on other people's content. You are limited with where you can comment as a Facebook business page, but on Instagram you can comment anywhere! You can also use your personal accounts to engage - remember, every business is made up of people!