

# Social media: Are you missing out?



**Alvin Engutsamy, the social media manager for Brakes, has a simple message – if you're not on social media you're missing out! Here, he tells us why and shares his expertise and advice on how to make social media work for your organisation.**

Social media has evolved massively in the last 18 months. We saw a huge shift in people's behaviour on social media when the pandemic hit and many businesses that did well on social during this period did so because they transformed the way they communicate with their audiences. We did this at Brakes. We shifted our tone of voice to a more community-led one, more supportive, and with a friendly tone of voice. It has really worked out for us.

There has been a 60% rise in social media usage since the pandemic hit. I call it the 'face to face' of the online estate for your business. If you don't have a social media presence, then you are not offering your target audience a digital face-to-face meeting. It's pretty simple really, if you're not on social media you are missing out.

But don't be scared. You don't have to throw tonnes of money at it and you don't suddenly need to get a full-time employee on it. There are plenty of small wins that can get you started or get you on the right track for when you are ready to invest more in it.

First of all, you need to know who your target audience is on social media. This isn't necessarily just the audience you want to sell to, it's the audience that makes up your community on social media (colleagues, industry peers, members of the public, suppliers, customers, family and friends of all of the above). The ones that will be interested in your story and will give you the engagement you need to organically push your content to your actual sales target audience.

Social media in 2021 is all about storytelling, and in order to tell a story on social you need content (images, videos etc.). Once you have identified your social media audience, you now need to put yourself in their shoes and think about the content that will make them stop scrolling and give you their attention. Just think about how you scroll on social and the very few things that make you stop scrolling and give a piece of content your attention. Just remember that you are a business attempting to tell your story via organic social media (social media activity that is not paid for) and competing against all the other interests of your target

audience. Ask yourself, "why is someone going to stop on my content over a hilarious meme, a funny video, or their favourite artist's video?"

## **YOU NEED TO CREATE CONTENT PILLARS. FOR ME THIS NEEDS TO FIT AROUND THREE MAIN AREAS:**

- ▶ Inspirational content
- ▶ Educational content
- ▶ Entertaining content

One tip I will leave you with: Find the social media savvy people in your business and offer them a career development opportunity alongside their existing role. The stories you want to tell on social already exist in your business. You need to get on the ground with your people and find them.

This is your chance to really bring your brand to life, show people who you are as a business, what you represent and what your core values are. Just telling them what they are is boring and not engaging, you have to show them.

## **GET IN TOUCH**

Please get in touch if you are looking for support with social media, I'm happy to chat through how I can help.

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