

## 7 Powerful Ways to Build Your Social Media Brand

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When it comes to **social** media, it isn't just enough to be *on* it. You need to know how to be effective *with* it. If you're not using **social** media to build your **brand**, you are missing out. Globally, a third of all **digital** consumers follow **brands** on **social** media, according to a 2016 [report](#) from Global Web Index. Assuming you don't want to ignore a market of that size, you should be asking yourself: How do I build my **brand** on **social** media? Here are seven ways I've found from working with [Coaching clients](#) that make the biggest difference:

### 1. **Pick the right social media platform.**

There are literally hundreds of platforms, and more spring up all the time. Not all of them are right for all **brands**, lead generation software company [Wishpond](#) notes. Facebook is by a wide margin the biggest and most-used network, so most **brands** will have some kind of presence there. However, if you sell to other businesses, LinkedIn may be a better choice. Likewise, young consumers are more likely to be active users of Snapchat or Instagram. See what kinds of people participate in the major **social** networks and dedicate your **brand** building efforts to the ones that are popular with your customers.

### 2. **Be active.**

One of the most well-established rules of **social branding** is that you must be consistently active if you are to effectively build your **brand**. A once-weekly Twitter post or monthly Instagram photo are not going to accomplish much, if anything. For this reason, it's best to focus on two or three carefully chosen **social** networks and try to be active on them, rather than posting sporadically to a half-dozen.

### 3. **Engage.**

Posting nothing but blurbs about your **brand's** features and benefits is not likely to lead to engagement, according to [Convince & Convert](#) President Jay Baer. Your **brand's social** media feed must include a healthy portion of posts about interests that your customers have but that are not merely promoting your **brand**. For instance, a food **brand** could post recipes or a financial services **brand** could post household budgeting tips. And make sure your engagement is two-way. In addition to posting your own content, like, share and reply to others' posts.

#### 4. **Be visual.**

Posts that include photos get [much higher engagement rates](#) than text-only posts. So include images whenever possible. Video, in particular, can encourage engagement. And don't be afraid of using color to help you stand out in the stream of postings.

#### 5. **Be consistent.**

Create a strategy for your **social** media **brand**-building efforts, advises [Sproutsocial](#), maker of **social** media management tools. And make sure that every post you make supports that agenda in some way, even if it is not a straight-up plug. Avoid random posts that don't connect to your overriding goal of customer engagement with your **brand**. If you use colors, select the ones you will use in advance, making sure they harmonize with and amplify your **brand** logo. And always use your logo and **brand** name the same way, just as you do with your **branding** message.

#### 6. **Get influencers to help you.**

Starting a **social** media **brand** from scratch can be labor-intensive and take a long time. If you can piggyback on already-established **social** media participants, it can greatly shorten the time, energy and other resources the task will consume. So share, like and reply to posts from well-connected participants, and be sure to thank them if they share, like or reply to one of yours.

#### 7. **Use social media for other types of communication that help your brand.**

**Social** media is increasingly important for customer service and support. When customers are happy or unhappy with an experience they have had with a business, today they immediately turn to **social** media to report that to, potentially, millions of other users. The good part of the way **social** media has become so important for posting customer reviews is that businesses can also see the communications from satisfied or dissatisfied customers. This provides an unparalleled opportunity to very publicly thank a happy customer or solve an unhappy customer's problem. In the process, it's possible to demonstrate to countless other customers and prospects that your **brand** is dedicated to customer satisfaction.

**Social** media has become a major communication channel between customers and the **brands** that serve them. It has its own rules and **brand**-builders who want to succeed on **social** media need to know those rules. But if a **brand** follows the **social** media principles for success, **social** media is one of the biggest, most powerful and accessible channels available for **brand**-building.

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