TOP 10 TIPS FOR
Award-Winning Social Media

Socially awkward? Let's change that. Once viewed purely as a marketing and advertising tool, social media now offers brands a real opportunity to connect, converse and engage with customers.

1. Respect your brand – Your brand is what your customers connect with. As your company grows and your brand evolves, create customer care guidelines and consistently update them so they reflect your journey and grow with your image - especially as you introduce new products and services.

2. Listen to your network – Social media is great, but it's easy to let messages fall through the cracks. Using listening tools to monitor direct and indirect mentions can give you a bird's-eye view of the conversation about your brand.

3. Respond to everyone (and we mean everyone) – Responding to every single comment can be time-consuming, but it's worth it. Customers are more likely to continue interacting with your brand if they know you're responsive on a specific platform, creating brand loyalty and building engagement. Build a community management strategy to address comments - both negative and positive - and create a knowledge base for your team to reference.

4. Recruit digital natives for your customer service team – Hiring talent that already has a solid understanding of digital tools and social media can reduce the learning curve, and facilitate the training of other team members.

5. Strive for personalization – Contact centers are built for volume, but in today's business climate, it's critical to offer some degree of personalization that lets customers know they matter. Agents should respond within guidelines while adding their personality and flair. Avoid pre-written, copy-pasted messages on your social media platforms.

6. Be human – Whether you're B2C or B2B, in the end, you're speaking to other human beings (not businesses). When responding to your B2B customers on social media, use the same guidelines and strategies as you would for your B2C customers.

7. Identify trends – Social media is great for seeing what customers are saying about your brand. With enough comments coming in, you're likely to start identifying trends in what people are saying. Effective communication between teams is key in turning these trends into actionable solutions.

8. Implement insights – On that same note, listening to your customers reveals insights about how to push your service in a new direction. While some feedback can help identify issues, other comments can help to develop new products and offerings. Your customers will tell you what they want, so make sure you're listening.

9. Accommodate your customers – Your company's customer care hours should reflect the products and services you offer. For example, if your business sells coffee machines, having early morning opening hours important, since customers may reach out as they enjoy their morning cup.

10. Use your data – Finally, take the data collected through social media and turn it into actionable insights for your company. For example, if you receive repeated complaints about a specific feature or service, relay that information to the product development or operations team. Social media is a direct window into what your customers want, leverage this information to your advantage.