

HCIA

Hearing Health Advocacy Forum

10 Tips for Social Media Success

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1. Social media is not a campaign with a start and end date

You are starting a relationship. You need to value it and be prepared to make a long-term commitment. This isn't a fling.

2. Be honest and transparent in all your communications

Social media is a wonderful place for building trust, but to do that you need to respect your followers as individuals and value their contributions by answering all their questions as honestly and as efficiently as possible.

3. Do not make promises you cannot keep

Make sure the person you use to do your social media knows how to speak to the public because your goal is to build trust, not destroy it.

4. Social media is not a stand-alone channel

The conversations you have in the social media space should match the tone and message of all your marketing and communication channels. You don't want your followers to think they are in a relationship with Jekyll and Hyde.

5. Focus on quality, not quantity

Not everyone is interested in your story, so focus your energies on finding and winning over your perfect social media match.

6. Put the community's needs first when creating and sharing content

Social media is not a broadcast channel for your business; rather it is an opportunity to empathise, educate and empower your community. Start the relationship with the best of intentions.

7. Remember, in the digital world content is king

Before you even think about "going live" in social media, create a library of content with articles, videos, photos and research that tell a story that people want to be a part of.

8. Be prepared for the unexpected with an online response assessment guide

Empower the person who does your social media to deal with sensitive subjects when they arise (and they will). Just as in a real-life relationship, it is wise to anticipate tricky questions.

9. Set goals that are relevant to the medium

Social media is not a killer sales channel but you still want to measure your return on investment. Invest in robust tracking to ensure you have a box of memories to look back on.

10. Don't underestimate the opportunity in front of you

You have found a cost-effective and powerful market research tool that allows you to make meaningful connections with your desired mate. Don't blow it!

Shanelle Newton-Clapham
Chief Executive Officer
Parachute Digital"

About the Hearing Care Industry Association

The Hearing Care Industry Association represents Australia's hearing healthcare retailers who, between them, care for thousands of hearing-impaired Australians in more than 700 locations around the country. Its members employ more than 800 professionals in teams of clinicians and client service officers to provide excellence in hearing care.

The clinicians are industry-trained and government-accredited specialists and they work with the latest technology. Many are members of international groups which deliver hearing services to clients around the world.

As an association, HCIA aims to provide a unified voice to all stakeholders about the needs of hearing-impaired Australians and this includes government, the bureaucracy, the media, professional bodies, and the public.

The Hearing Care Industry Association

Level 7, 167 Macquarie Street
Sydney NSW 2000

e: info@hcia.com.au
w: www.hcia.com.au

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