



# FIVE SOCIAL MEDIA BLUNDERS TO AVOID

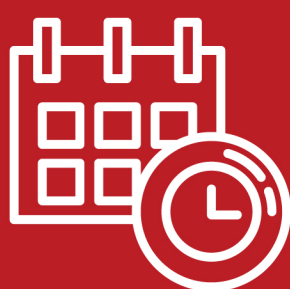
Smart businesses can use social media to display thought leadership, build trust and credibility and amplify their content and messages.

**Here are five social media blunders businesses must avoid to get it right.**



## Doing Everything Manually

Social content moves fast. Use a scheduling tool to establish a regular cadence of thought-provoking posts to stay top-of-mind in your followers' feeds when they are online, even when you are not.



## Doing Everything on a Schedule

Don't just rely on a scheduling tool! Timely content should always go live at the earliest opportunity. Also, make connections with followers and influencers by responding and reacting in real-time.



## Ignoring Competitors

Do your direct competitors have a social presence? If you're looking at a rival's sales, marketing campaigns or company announcements, pay attention to their social media platforms as well.



## Misunderstanding Hashtags

Hashtags organize like-minded people and posts into relevant discussions and help people and businesses connect, but, getting too gimmicky can be alienating. Make hashtags relevant, consistent and usable.



## Positive Pretending

It's easy to portray a flawless image on social media, but ignoring issues online may become even more damaging. Maintain trust and credibility by posting authentic content and avoiding corporate-speak.



## Want to take your social from average to awesome?

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