**4 Social Media Pitfalls Your Business Should Avoid**

Social media use continues to rise and shows no sign of stopping. If your company has not yet established a presence on social media, now is the perfect time to do so. However, before jumping in feet-first, keep in mind that good social media execution starts with a good overall strategy in place. As you consider establishing your company’s social media presence, keep in mind these four pitfalls and how you can avoid them:

1. **Setting up social media accounts that languish**

What’s worse than not having any kind of social media presence at all? Visiting a company’s social media site only to discover the last tweet was sent 700 days ago. Developing a social media presence means you have to invest in keeping it up-to-date.

1. **Maintaining too many social media accounts**

If you don’t have an entire team dedicated to managing social media activities, maintaining a presence on every channel imaginable is just not feasible goal. We advise clients that maintaining a solid presence on one or two social media channels is more effective than trying to maintain a presence across all social networks without the resources to manage them all. An effective social media presence takes time and effort to establish and maintain and it’s better to pick one or two channels that you feel confident managing than to spread your resources too thin. Facebook, Twitter or Instagram are great channels to start with if you’re unsure which to choose.

1. **Linking social media accounts**

Each social media channel has unique characteristics that distinguish it from the others. Linking accounts by posting the same information to each platform doesn’t allow you to take advantage of these characteristics. For example, Facebook users benefit from the ability to see a wide array of content, from photos and videos to text-only posts. It offers space to expand on a message or to provide additional context to the user. Twitter, however, features brief interactions and succinct message that are either self-contained or direct the user to a website with more information. Twitter is also a good tool for building engagement with followers. Companies should respect the differences in social media channels instead of using shortcuts simply to have a presence across multiple channels.

1. **Leaving out the “social” aspect of social media**

We’ve all seen social media accounts that simply act as a virtual stage from which the company promotes itself constantly. Don’t be that company! Social networking by its very nature is social, which entails having a conversation with your audience. It’s about them – what kind of information can you provide that will help them? What problems can you solve for them? Remember the 80/20 rule: 80 percent of your content should focus on educating, informing or entertaining, and only about 20 percent should focus on direct promotion of your company, products or services.