

6 SOCIAL MEDIA Behaviors to Avoid in 2017

Undoubtedly, social media has become a premier platform for businesses and marketers alike. With over

2.8 billion active social media users

worldwide as of January 2017,

it has become the largest congregation of the world's population that it's a huge loss to any business that has not yet placed itself in social media.

And with an avenue that promotes the freedom of expression, it's relatively easy to be the voice of the population.

It's also relatively easy to be ignored as well. A big factor that plays into an account's obscurity lies in the mistakes that the user commits with their online presence.

In fact, Sprout Social's survey of more than 1,000 Facebook, Instagram and Twitter users found that there are six major social media mistakes that any business – even yours – can be prone to at any given point.

And they can result to you losing followers quickly. In this infographic, we will discuss these six mistakes and what you can do to avoid them.

1. HAVING TOO MANY PROMOTIONAL MESSAGES

► Sprout Social's survey found that **58%** of respondents are annoyed by too many promotional messages.

► Posting promotion after promotion may be intended to let customers know everything you can offer them, but by posting too many, you are overwhelming your audience with too many actions and options.

► *This leads them to take no action or choose nothing at all.*

► Little to no promotions can be counterproductive as well. About **85%** of the respondents said they need to see a product or service multiple times on social media before they purchase it.

► **61%** of them want to see it 2-4 times before deciding.

► You'll need to strike a balance when it comes to posting promotional messages. Too much and they'll stop paying attention altogether, but too little and they will miss or forget your message entirely.

2. POSTING IRRELEVANT INFORMATION

Second to having too many promotional messages as a social media behavior to avoid is posting too much information on your account that has little to do with what you should be posting about.

41% of the respondents said they unfollow when they read too much irrelevant information from accounts they follow.

While it's a good strategy to post something out of the box sometimes, it still needs to have relevance to what your account is about.

Do not sacrifice relevancy and reputation for relatability with your audience – after all, they followed you primarily for the content you are producing.

Be wary of resharing or retweeting links without checking for their relevance or credibility. A bunch of spam, click bait or junk-type posts and links can make you lose even more followers.

3. TWEETING TOO MUCH

Twitter is a great platform for updating your followers on various news and happenings with you and your business.

It doesn't have the complications that may arise from posting a lot as opposed to Facebook, LinkedIn, and Google+, and is great for short updates that would otherwise clog your other social media accounts.

Doing it too much, however, is bound to turn your followers into former followers. They may see your constant tweets as annoying and would opt out of the experience altogether.

35% of the respondents deem tweeting too much as one of the reasons why they would unfollow Twitter accounts.

The Social Media Hat, however, refutes that simply tweeting several times isn't the main reason your Twitter followers might unfollow you.

In fact, it has something to do with the relevancy of your tweets to their needs or interests.

In other words, tweeting too much unimportant or irrelevant content will make your follower count dip more than tweeting 35 times a day. As they say in the marketing sphere nowadays, "Content is king."

4. USING SLANG/JARGON AWKWARDLY

Too often social media accounts connect with the younger or more-informed audiences by trying to fit in with their culture, and ultimately failing by trying **too hard**.

30% have found this annoying (if not downright embarrassing) and would unfollow accounts that they see are too pretentious or over-exerting themselves to the point of awkwardness.

To stay on top of the relevancy scale of your followers, especially if they are millennials, you must know how they use their own slangs or jargon and practice on how to deliver it seamlessly.

The better of a job you do with this, the less your followers will think of you as an adult experiencing a midlife crisis, overusing words like "bae" and "on fleek".

This doesn't just apply to the millennial crowd. Even industries trying too hard to appear authoritative by overusing convoluted jargon are victims of this.

Again, learning how to use slangs and jargons properly is the only remedy to this.

5. BEING TOO QUIET

Just like how posting too much can be annoying to your followers, posting too little can be a reason for them to unfollow your account as well.

18% of the respondents would choose to weed out the seldom posters from their list of following mainly due to having lost the point of following them in the first place – content.

Being too quiet forces your account (and you), further into obscurity and irrelevancy as much as being annoying does.

It makes your followers assume that you've lost interest in delivering through social media, or worse, you or your business have already disappeared.

If you are short on what to post in social media, try observing your competitors and see what they regularly post.

Take cues from what's trending as well and come up with ways on how they can apply to you. Even events and holidays are reasons enough to post!

6. NOT REPLYING TO MESSAGES

For most audiences, social media not only is a great way of keeping track of what others are up to and keeping other updated on their own activities but is also a great way to instantly reach out to others – particularly businesses.

Many have now resorted to messaging businesses through social media to ask questions or voice concerns and complaints, and not receiving responses in return can turn them off.

In fact, **15%** of the respondents say that not replying to them is reason enough to unfollow someone.

Not engaging with your followers makes you appear as unreachable towards your audience – like a customer service line that only keeps on ringing or delivering rehearsed passages with no real solution or substance.

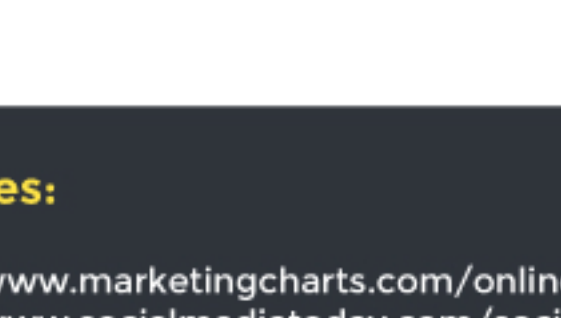
This is harmful not only to your follower count but also to your reputation.

Connect with your audience. Answer their questions. Address their concerns. This will not only be beneficial to your followers but to you as well, as you've made sure that they are well-attended to and had a good experience with you.

Case in point – overdoing common social media behaviors is the fastest way to losing followers and potentially customers.

Whether it's having too much or too little, it remains that social media users set a high standard for any business' social media management. But by avoiding these six biggest mistakes, you're more than likely to be well ahead to achieving social media marketing success.

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Sources:

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