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How to use social media to increase the visibility of your business

GOBIERNO DE ESPAÑA
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Introduction

Social networks have become a **crucial platform for companies.** According to reports, a new user registers on a social network every 15 seconds, and more than 53% of the world's population is present on these platforms. In Spain, 85% of Internet users between the ages of 16 and 65 use social networks, and almost half of them follow a brand.

For **SMEs and freelancers,** this represents a **great opportunity to promote their businesses, connect with customers and increase sales.**

What is a social network and which ones do businesses use?

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> Social networks are **digital platforms** that allow individuals and companies to **create free profiles to interact**, share content and communicate with other users.

Main uses of the social media

Dissemination channels

Direct customer care and interaction

Social selling

Main social media

Facebook

YouTube

Instagram

Tiktok

Twitter

LinkedIn

Advantages of using social media for SMEs

> The main advantages of using social networks for SMEs and the self-employed are as follows:

INCREASE VISIBILITY

BUILD BRAND IMAGE

BUILD COMMUNITY

REDIRECT TRAFFIC TO THE WEBSITE

INCREASE SALES

REDUCING COSTS

IMPROVE SEARCH ENGINE POSITIONING

ANALYSE DATA AND RESEARCH MARKET

Methodology for creating profiles and valuable content on social networks

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BASIC REQUIREMENTS

1. Valid email address
2. Personal information
3. Username and password
4. Profile picture
5. Contact information
6. Acceptance of terms and conditions

SOCIAL MEDIA STRATEGY

1. Preliminary analysis
2. Setting the objectives
3. Define the target audience
4. Create the strategy
5. Choose the social networks
6. Make a schedule or editorial calendar
7. Interact with the public
8. Measure results

Methodology for creating profiles and valuable content on social networks

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GUIDE TO CREATE QUALITY CONTENT

Types of formatting

- Text posts
- Images (photos, infographics and memes)
- Videos
- Contests
- Surveys and questionnaires

Tyes of content

- Static publications or posts
- Story (or "stories")
- Direct or live broadcasts
- Advertising

Types of messages

- Language styles
- Inclusiveness
- Accessibility
- Use of (#) hashtags

Social media management tools

Social media management tools

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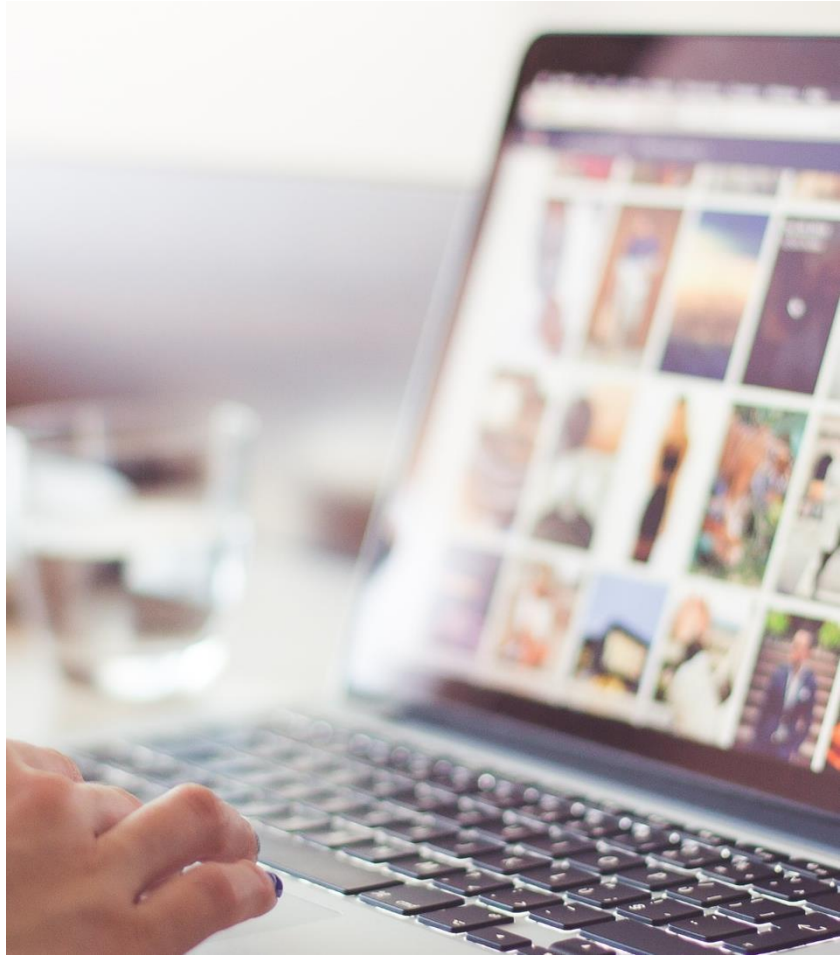
Creation of designs with templates	Image banks	AI tools for images
Canva	Pexels	dreamstudio
Creative Market	pixabay	Photosonic
befunk	gettyimages	Canva
genially		

Conclusion

The use of social networks is essential for **SMEs and freelancers**, both for those who sell online and for more traditional businesses. It is important to **focus on the most popular social networks** and where your **target audience** is.

It is necessary to **invest time** in creating thoughtful profiles and encouraging interaction with users. To be successful, a **strategy and content** plan is required, as well as the use of free **social media** management tools and the **creation of designs** that reflect a **creative and professional brand image.**

To sum up, the strategic use of social media is accessible to all businesses, and it is essential to create quality content and establish a solid online presence.



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