

2.4 Social Media

Social media platforms are a great tool for getting awareness of your business out to people for free. Besides your website, which costs money, there isn't a better tool to show your company culture. This is important because it connects people to you on a personal level. However you want to use social media is up to you, so long as you're using it as a positive extension of your company. It's a good idea to have a profile on each of the most popular platforms and use at least one or 2 as your primary platform(s), but make sure that the content is relative to what your company does. For example, if you use Facebook as your main platform for putting out new content then you should try to keep whatever you post relevant to your community, or followers/friends on it. Posting your dinner because it looks delicious isn't going to keep followers of a graffiti removal company as interested as a good removal before and after photo would. However, if there is a story about how the chef of the food you ate is attached to the food photos and she happened to be a tagger who changed her ways and now promotes art to be done in studios or murals on contracted walls, then maybe there's enough of a link to make it work for your company.

Posting photos of a new company vehicle, team member, beautiful job-site location/view, before & after work, and so on are all good places to start with social media and work at captivating your followers. We've all seen what is the most trendy on social media, but they're typically personal accounts without much depth. If you're using social media as a company tool, make sure it has a guideline, similar to your company mission statement. Keep the quality and relevance at the top of your priorities and let it work for you, not against you.

Social media hasn't been around for a long time, so it's easy to see how it was used when it wasn't understood or simply used like it is today. Posting anything harsh or attacking has seldom worked for anyone, let alone a company trying to appeal to a vast demographic of people who manage property. It's impossible to say only one political party supporter, or any belief sector, only gets graffiti, so don't turn people against you by posting opinions on matters unrelated to your industry; save that for your unrelated (and not connected) personal accounts.

Each platform has many positives and negatives. The following list gives you a brief outline of what the most popular platforms offer and it's up to you to decide which ones are the most valuable. Remove My Graffiti uses Instagram as the primary platform because of the visuals it provides over text content. It also gives constant updates to the website because it is linked and used as the Photo Gallery for the site as well.



Facebook: A social media pioneer (other than MySpace, which isn't very relevant these days) and has a large user base that is now strong with the 55+ year old demographic. This is a good place to have a page and keep updated. There is also a lot of options for promoting your company directly to specific targeted people, such as job titles, age, geographic location, etcetera.



Instagram: If photos are your best selling feature then an Instagram page is a must to keep updated. There isn't a limit on the words you can write below a post, but people do need to click on the *...more* button to read your full story. You can also post multiple photos on one post, which is great for before and after photos.



Twitter: Photos can be added to Twitter posts, but it is more designed for short spurts of

text. If you have something to say on a regular basis, then this is a good platform to use. It's a good news source for many people, but know your audience and stay focussed on where your mission statement is guiding your activity on it.



YouTube: A highly used search tool for people seeking out businesses or “How To ...” videos. It does require you to have a video instead of text or still photos, so there might be some learning to do before getting onto YouTube. There are also a lot of videos already on the platform that will rank higher than yours will initially. You will also find it will be harder to target or find your customers as easily as the other platforms. If you are putting a video out to everyone in the world, then this is a great option, other wise it might be better to start on the other platforms and get comfortable with them before using YouTube as your primary platform.



LinkedIn: This is a great tool for finding specific people and networking with professionals in your area. It cuts a lot of the “filler” out that comes with the other platforms and cuts a bit closer to the chase because it's promoted and designed more for business. Connecting and finding the correct people to send quotes to or to introduce yourself and your company to will be slightly easier on LinkedIn than Twitter and Instagram.

Create your own hashtags whenever possible and use popular ones from the industry to help people find you when they search for a hashtag. Simply type # and follow it with your words without any spaces. [#simpleasthat](#)

There are many more platforms, so explore them all, but keep in mind what your customer demographic is and what they might use, find trustworthy, and stick with. The long game is the best game with any marketing efforts. You might not always see instant results, so calculate what you think will work and be realistic that a quality social media campaign (paid for or not) is going to benefit your company in the long term. Once you get noticed by your customers they'll likely look back throughout your online posts and even judge you on what you did 5 years ago, so make sure it looks good from day 1.