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# Disenchanted? Why you need to (re)learn to love social media 🚩🌐🚩



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## Celebrate Social Media Day this Thursday, June 30th!

Do you hate social media?

Maybe it's too much work with too little reward?

**What ever reason you've become disenchanted, disillusioned, or simply indifferent, now is the perfect time to reconsider your company's relationship with social media.**

I get it.

I am not a big fan of social media either.

Who has time?

How do you figure out which platform to use and how often to post?

"You have to be on Facebook, you have to post 3 - 5 pieces of content a day, don't post more than 1 or 2 pieces of content per week..."

**Whatever one person says, another expert pops up and tells you to do the opposite.**

Ignore them.

The various platforms change their algorithms so often by the time you hear about the latest trend, it's already out of date.

But you know what?

It doesn't matter.

**You don't have to be a social media superstar.**

Unless you're trying to be an influencer, you don't have to have thousands of followers or spend all your time creating posts and following up on comments.

All you have to do is have a presence.

And that is a lot easier than you think.

Despite what the self-proclaimed experts say, there are only three basic social media rules that hold true no matter what platform you use.

### Rule #1: Use the platform(s) where your customers hang out

If your target market is on LinkedIn or Reddit, don't spend your time on Instagram or Twitter. It's okay if you have the time to maintain a presence on multiple social media channels, but you only need to be where your customers are. So choose one and stick with it.

### Rule #2: Don't sell

The **social** in social media means **this is a channel for connecting with people**, not an always-on infomercial about your business, products, or services.

People want to do business with people they know, like, and trust. This is your opportunity to let people get to know you.

Have conversations and listen to what people are saying. This is how you build the relationships that lead to sales and referrals.

### Rule #3: Be consistent

You don't have to be a social media influencer to reap the benefits of maintaining a presence on social media, but you have to be consistent.

Spend an hour once a month scheduling posts and set aside 15 - 20 minutes a day to respond to comments.

That's all it takes.

The days of "free marketing" may be long gone, but social media is still the best way for small businesses owners like you to connect with your customers and get in front of your target audience.

Remember, your competitors take advantage of this and so should you.

Categories: digital marketing, marketing, newsletter, resources, social media, social media day, succeed, tips