

EXAMPLES FOR THE TRAINER

The training specialist wondered:

- “Why are our social media not as popular as the ones of our competition?”
- I don't know what's going on, don't we have a website?
- Don't we have social media?
- We have!
- Are we completely inactive?
- NO!
- So why?”

She had been thinking for a long time, and the thought haunted her. So, she decided to talk to her social media specialist friend.

Advise me what should I do?

A friend gave her some valuable universal advice that you can easily implement in any company.

The biggest mistakes of taking care of an organisation's online communication with customers:

- Linking a website with outdated social media accounts is definitely a big mistake. It is better to have fewer or no social media icons than to show customers old or unprofessional content.
- Only an active and attractive network channel is good advertising for the company;
- Think carefully about where you place media icons and share buttons. Do not place icons on subpages from which you do not want the client to leave;



EXAMPLES FOR THE TRAINER

- Remember not to show low engagement on your social network, a blog post with 0 shares is not something a company should boast about.

