

# What social media can do for your business and how to get started

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Most people use some form of social media these days, and not only for keeping up with friends and family. People turn to social media platforms like Facebook, Instagram, TikTok, and LinkedIn to be inspired, educated, and entertained. But how can social media help your business? And how do you get started?

## **How social media can help your business:**

Social media is a cost-effective way to build awareness about your business and brand. You can showcase your products and services, and share interesting ideas and the latest business or industry news. Connecting with customers and potential customers in this way builds trust and helps to keep your business front-of-mind when they are in the market for your products or services. Over time you can build a network of interested people who can positively advocate for your business through recommendations and by re-sharing your content.

## **How to get started with social media:**

There are a few key steps to getting started. The most important thing to remember is to keep it simple and give it a go. The more you use it, the more you will learn.



## 01. Choose a platform

It is not possible or necessary to be active on all social media platforms. Just choose one to begin with. Facebook appeals to a wide range of people as does Instagram which is focused on images. LinkedIn attracts a slightly older demographic and can be useful for communicating business-to-business. TikTok attracts a younger audience and is based on sharing short videos. All the platforms have different features so just choose one to experiment with.

## 02. Create a free business account

Create a free business account in the platform you have chosen. You may need to register a basic personal account if you don't already have one before you can create a business account. This will only take a few minutes.

## 03. Start your network

To start your network, connect with people and businesses you already know. Most platforms will also suggest people and businesses you may wish to follow or connect with. Browse around to find connections and content that you find interesting. Get a feel for the types of posts and content that users are sharing that is relevant to you and your business.

## 04. Start posting

Creating a post is a good way to learn how to use the platform. Don't be overwhelmed by all the different tools that are available to do this – unless you're a digital marketer most people don't use or understand all the tools, so you're not alone there.

Your first post can be as simple as a photo of something that interests you with a few words about it. Think about something that's grabbed your attention recently that you'd love to share with other like-minded people. A photo of your dog with you at work, a new product you're excited about, staff loading up orders, or a gorgeous sunrise you snapped.

## 05. Set a goal and be consistent

Using the platform regularly is the best way to understand how it works and to get results over time. Set yourself a realistic goal of how often you're going to post and aim to be consistent. You can also schedule posts ahead which can be an efficient way to share regular content.

If you get stuck at any stage you can ask someone you know who uses social media to assist you. You can also type your questions into Google to find helpful articles and videos online on most topics.

**In next season's issue, we will take a closer look at the different social media platforms and how to choose the right ones for your business.**



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[@ngina\\_nswandact](https://www.instagram.com/ngina_nswandact)

### Facebook:

[@NurseryGardenIndustryNSWACT](https://www.facebook.com/NurseryGardenIndustryNSWACT)

### Linked In:

[Nursery & Garden Industry NSW & ACT](https://www.linkedin.com/company/nursery-garden-industry-nsw-act)