

How to Manage Social Media for Business?

01

Know your audience



06

Use consistent brand voice



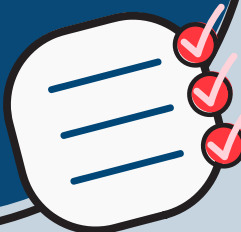
11

Analyze social media metrics



02

Set achievable goals



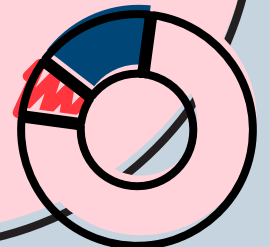
07

Engage with followers



12

Monitor your competitors' performance



03

Create a profile on multiple social media platforms



08

Optimize social listening



13

Stay updated on trends



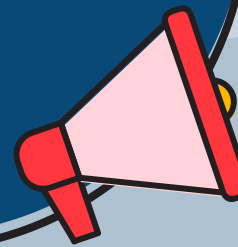
04

Produce high-quality, readable content



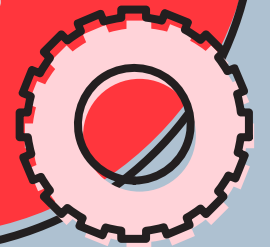
09

Use paid advertising



14

Take calculated risks



05

Utilize hashtags



10

Experiment with content



15

Be patient

