



The creation and managing of social media profiles is an essential part of social media marketing.

Your social networking profiles are the face of your brand and frequently the first place that your existing and potential customers visit (often more so than your website). Therefore it's vital that you ensure that your profiles are consistent with your branding, both in terms of content and look and feel.

There are of course ways to enhance your profile in order to maximise **engagement** and traffic. Below are tips to help you create a successful and effective social media profile:

### Maximise your about section/profile

Depending on the social network (with LinkedIn being able to provide the most amount of information), ensure you complete in full the About Us sections and any other places that you can provide details. Having an incomplete profile not only doesn't look good but it's also a missed opportunity to showcase your business. So make the most of being able to add descriptions, links to your site (and/or specific landing pages), and customer portfolio. Take the time to ensure that the wording is clear and concise, as well as targeted to each of the social network's audiences.

### Your bio

It's worthwhile making the most of the bio space that you have. As you can see below, I have chosen to go for a key word route to optimise my Twitter profile. I've used hashtags as well as

# How to create a successful #socialmedia profile

By Lilach Bullock

keywords. This helps others find you organically.

Alternatively you could think about posting a descriptive profile. For example Oreo Cookies opted for this style instead. Bear in mind, however, that they are a very large and recognisable brand so this works particularly well for them. If you're smaller and keen to get more followers you may find it more effective to use keywords in your bio space.



Also think about the URL that you use. Where do you want to direct people to? It may sound obvious but not everyone wants to direct traffic back to their website. Perhaps you have an event or an offer with a separate landing page or want to grow your Facebook Page community and send people there instead? Think about your goals, and tailor according to them.

### Use the right keywords

Where you have the ability to add keywords to your profile make sure that you've taken the time to research the most appropriate keywords that will help you to be found more easily by your target audience. Also consider the relevant hashtags that you could



be using. Tools like **Hashtagify** are a great way to help you search and find them.

### Your username

Ensure that you use the same username across your social networks so that it's more memorable, to ensure brand consistency, and therefore easier for people to find you when searching. If your business has a similar name to a well-known brand think about how you could differentiate your username so that people find your company, as opposed to them.

### Profile picture

Your profile picture is one of the key elements of having a successful profile. There is nothing worse than being anonymous online. After all, the ethos of social media is about engaging and building relationships so make sure you upload a photo or your brand's logo. Make sure that your photo is simple – it shouldn't be too busy or trying to say too much, or, for photos, ensure that people can actually see your face.

It's worthwhile investing in a professional headshot that can be used across multiple social networks; this helps show a professional image whilst making your picture more recognisable. But don't be concerned about this if budgets are tight or you need it

done quickly – there is always someone in the office with a digital camera these days so ask them to take a picture of your head-and-shoulders against a plain background!

### Update your profile picture

Whilst it's important to be consistent with your branding, don't let it remain static on your networks. Updating your profile picture can be a great way to drive more engagement. Particularly when it comes to Facebook. Simply by changing your cover photo or profile picture helps you get seen on your fans/friends walls. However, don't just update it for the sake of it, ensure that it's relevant and maintains the look and feel of your brand. Events and seasons are a good example to take advantage of. Try to change the images monthly, and experiment with frequency to see what works best – it is different for different networks and different brands. Just don't change them every day as that will annoy your community!

### Cross promote your social media networks

Make sure you make it as easy as possible for people to find and connect with you across your various social networks. Cross promote where you can – for example share your Twitter profile URL on Facebook, Pinterest, LinkedIn etc. and vice versa.

### Privacy settings

Each social network will vary as to what you can choose remains public or private. It's worthwhile revisiting your settings on each of your profiles from time to time so you know what is or isn't visible online. On LinkedIn, for example, you can choose to notify your connections on any changes that you make

### Use the right dimensions

It can be confusing – and a little frustrating – that all the social networks have different dimensions. It's crucial that you understand them and make sure that your profile visually looks good and fits in with each of the



social networks' dimension requirements.

Shortstack have created a fantastic (and free!) "Ultimate Social Media Template Guide", which includes the correct dimensions for Facebook, Twitter, LinkedIn and Google +. It's also jam packed with social media tips for each network. You can download the guide [here](#).

Having a complete and well thought through profile can really make a difference, and help maximise and convert your social media presence online. The key is to ensure that it's consistent and aligned to your branding. We also believe that it is worthwhile revisiting your profiles from time to time and updating them with any relevant news (for example winning an award, recent coverage, new customer logo, and so on).

We hope you find these tips useful and please do leave a comment to let us know how well your social media profiles are working for you!

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### About the Author

Highly regarded on the world speaker circuit, Lilach Bullock has graced Forbes and Number 10 Downing Street with her presence! She's hugely connected and highly influential serial



entrepreneur – the embodiment of Digital Intelligence.

Listed in Forbes as one of the top 20 women social media power influencers and likewise as one of the top social media power influencers, Lilach is one of the most dynamic personalities in the social media market, she actively leverages ethical online marketing for her clients and for Comms Axis.

A business owner, social media consultant, internet mentor and genuine digital guru, Lilach is consulted by journalists and regularly quoted in newspapers, business publications and marketing magazines (including Forbes, The Telegraph, Wired, Prima Magazine, The Sunday Times, Social Media Today and BBC Radio 5 Live). What's more, her books have achieved No 1 on Amazon for Sales and Marketing and Small Business and Entrepreneurship.

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