

SPRING CLEANING: FRESHEN UP YOUR SOCIAL MEDIA

For some of us, spring weather means one thing: spring cleaning! Many of us rush to clean out our homes, our offices or our closets, but don't think about what spring cleaning can do for our business. As event marketers, we know how important social media can be for selling tickets. For us, spring cleaning can take on a whole new meaning.

These chores are quick, but they will make your new profiles feel (to quote Ms. Marie Kondo) like a "spark of joy."

Throw Away Old Images

If your pages are filled with old logos, grainy header images or improperly sized photos – it's time to throw them all away. Bad profile photos are a quick route to a sloppy and unprofessional feeling page. Luckily, this small change can make a huge difference in the way people view your profile. Take this time to make sure all of your profiles feature the same perfectly-sized logo, and that your images are nice, crisp and up to date. While you're at it, look over your "About" sections and business descriptions. Make sure the text is current and consistent across all of your platforms.

If you haven't changed your cover photos in over a year, it's time to give your profiles a mini makeover. Cover photos are an opportunity to wow your audience with eye-catching photos and create a striking first impression. Even if your cover photo looks snazzy already, it's a good idea to add a new photo every-so-often to give your page a fresh clean feel. Frequenting fans will notice.

Organize Your Fans and Followers

Do you know who you follow on social media and who follows you? It's important to make sure that you are following business partners, clients and important industry leaders. Not only does this ensure that you that you are up-to-date on industry news, it gives you another opportunity to engage with key connections.

Start with your list of partners and clients. Are you following the key players? Are they following you? If not, make sure to hit the follow button and start connecting. It's not a bad idea to like a few recent posts if a page you are connected with is not following you back. Just don't get too gung-ho. Spamming their page or appearing stalkerish is a no-no.

Then take a look at your general followers list. Are there any irrelevant or inactive accounts that you should unfollow? Anyone just outright inappropriate?

Now is also a good time to look at your demographics page. See if the demographic data is similar to that of your average customer. If not, now is a good time to tweak your content strategy to create relevant content and attract the audience that you want.

Dust Off Your Strategies and Goals

It can be easy to get lost in the day-to-day grind and lose sight of why you're doing things in the first place. Everyone knows that posting on social media is important, but busy companies often forget to decide why. There are many ways social media can tie back to your organization's overall mission. Is your intent simply to connect with customers? Provide customer service? Educate your clients? Maybe your goal is strictly to sell tickets online. Whatever the case may be, it's important to select one (or a few). Then, create monthly or quarterly goals to serve as your guiding light.

A successful social media strategy will help your company connect with more customers, create brand loyalty – and yes, even sell more tickets! Focus on your organization's overall goals. A social media strategy can help you begin to see a real impact with your efforts.

Focus your attention on de-cluttering your account this spring and make sure all your information is up to date. Then get busy sharing your fresh new content with your audience. We bet you'll be happy you joined us for spring cleaning!

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