

# The Guide

powered by 

## to June Social Media

Awareness Days

**All**

Pride Month

Age Without Apology Month

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**5th**

World Environment Day

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**6th-12th**

Bike Week 2023

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**6th-12th**

Child Safety Week

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**12th-18th**

Loneliness Awareness  
Week

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**13th-19th**

Men's Health Week

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**13th-19th**

Diabetes Awareness  
Week

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**23rd**

Public Service Day

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Top Tips

# The Do's and Don'ts of Social Media Marketing

In the ever-evolving landscape of social media marketing, knowing the dos and don'ts is crucial to stand out and drive meaningful results.

This month's edition explores key strategies and considerations to help marketers put out meaningful and effective content, whilst also outlining what should be avoided in marketing activities.

## Do's

- ✓ Take time to carefully identify your audience to make sure you are communicating with the right people
- ✓ Define your goals and objectives; this can help to keep your messaging consistent
- ✓ Track and analyze your metrics: Monitor and analyze the performance of your social media marketing efforts.

✓ Post consistently high-quality content. Skipping a post is better than posting something of poor quality for the sake of it.

✓ Engage with your audience. Actively respond to comments, messages, and mentions on your social media channels.

## Don'ts

✗ Don't ignore negative feedback: Address negative comments or reviews promptly and professionally.

✗ Don't spam your audience: Avoid bombarding your followers with excessive promotional content.

✗ Don't overlook social listening: Monitor conversations and mentions related to your brand or industry.

✗ Don't neglect to optimize for each platform: Different social media platforms have unique characteristics and user expectations, and your content should reflect this on each platform.

# #trending

Explore the top industry-related topics being searched for on Google. Want to try out Google Trends for yourself? Find out more here: <https://allianceta6.co.uk/google-trends>

home workout



get into weightlifting



couch to 5k



workout wednesday



swim workout



outdoor fitness



# Social Media Updates



## **Instagram adds option for up to 5 links in bio**

Instagram has recently updates it's option to add links into profile bios, with the introduction of the ability to add up to five links. This will negate the need for external link sites (e.g. Linktree).



## **Keyword advertising returns**

Twitter is bringing back keyword targeting for ads, which was first available in 2013 but then removed due to not being an effective targeting approach.



## **Updated verification process**

LinkedIn is rolling out more verification options that lets you prove where you work. For now, these include verification through CLEAR in the US, and via your work email or Microsoft's Entra verified ID platform for selected pilot companies.

*See you next month!*