

How to find the fave

SOCIAL PLATFORMS OF YOUR READERS

(from Holly at www.abranchofholly.com)

STEP #1 - SEND EMAILS TO YOUR MOST LOYAL READERS

- They share your content regularly on Twitter
- They comment on your Instagram posts
- They're signed up to your mailing list community and always reply to newsletters you send out
- Pick a group of no more than ten people
- Ask them:
 - What their favourite social platform is
 - Where they connect with friends and family
 - Where they connect professionally or for the purposes of their blog
- Ask questions that require more than a yes/no answer

STEP #2 - SEND OUT A SURVEY

- [Read this post](#) if you don't know how to create one
- Make it brief and to-the-point
- Most important question to ask is: "Which social media platform do you love using the most? Facebook, Twitter, Pinterest, Instagram, Snapchat etc...!"

STEP #3 - RESEARCH YOUR COMPETITORS

- Put together a list of websites that target the same audience as you in either Excel or Google Docs
- If you're unsure about the audience, then just try to find websites that produce content that is similar to yours
- Use [BuzzSumo](#) - input a topic into the search bar and you'll see the posts that have been shared the most on that topic and the websites they've come from too

STEP #4 - HOW DO PEOPLE SHARE CONTENT?

- Go back to BuzzSumo
- Input the exact URL of one of the websites you want to research
- It'll show you the five most popular posts from that website from the past twelve months.
- To the right, you'll see all the social shares it gets from Facebook, LinkedIn, Twitter, Google+ and Pinterest
- Note down the most popular way users share content from each of the sites on your list

STEP #5 - RESEARCH THE TOP TWO SOCIAL SITES

- Your selection should be narrowed down to one or two social platforms
- You need to look at:
 - Who generally uses the platform? Men or women? What's the average age? You should be able to find out this information quickly enough with a simple Google search
 - What type of platform is it? For instance, lots of photographers use Instagram because it's a visual platform. Whereas lots of writers or bloggers use Twitter, because it's all about the words. The type of platform should relate directly to what you do.
 - Does this platform relate to your overall purpose? Will it help you reach your goals?

FINAL STEPS

- Set a goal for about six months for each platform you try, then evaluate the impact you've made so far - not in terms of your Twitter stats, but in terms of how much traffic you're generating back to your website
- Set a date in your diary to repeat this process every six months to stay on top of what your audience is doing

A BRANCH OF HOLLY

Holly Sutton is an Online Marketer and Freelance Writer, who specialises in social media, content and brand-building strategies in order to help you grow your online presence and get to where you want to be.

She also runs a blog called A Branch of Holly, in which she shares motivational content, her personal experiences and how to optimise your online presence to reach your goals.

Her main aim? To inspire you that you can get to where you want to be. All you need is a little help.



LET'S WORK TOGETHER

If you're looking for a freelance writer or social media manager, let's talk. Drop me an email at abranchofholly@gmail.com.



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