



THE 5 GOLDEN RULES OF **SOCIAL MEDIA MARKETING**

AKA: Building Brand Trust on Social Media



hit your social media groove!

“ One of the natural laws of the business world is that people do business with those whom they know, like, and trust. ”

— David Albrecht, Ph.D

INTRODUCTION

The average American is spending over 2½ hours on social media each day. They're not just using it for personal interactions and entertainment but also as a way to evaluate and engage with businesses. Yes, that means your business, whether you're a one-person operation or a mega-billion dollar corporation.

Social media can be an effective way to communicate information about your brand and stimulate brand-engagement, loyalty and trust. One of the key words there is **TRUST**.

Trust is a psychological and emotional state which is fitting because Brian Solis, blogger, author and keynote speaker correctly points out, “Social media is about sociology and psychology more than technology.”

So how do you use your social media to tap into that state and build trust?

Here are 5 Golden Rules that will have a positive impact.



GOLDEN RULE #1

BE PRESENT & ACTIVE

Let's start with the basics. [One study](#) found that customer trust in a business increases by 47% if the business is on social media, while trust **decreases** by 27% if the business is not on social media. **That's a 74% swing!**

But just having a social media account isn't nearly enough, it must be active.

According to the [Forbes Communication Council](#), "smart brands know that an active social media presence is essential in today's digital marketing landscape.

Yet "time and time again we're seeing brands setting up a bunch of social handles and then not doing anything with them."

So it takes being on social media AND being active to build trust. Deciding not to do it at all, or doing it poorly both reduce trust in your business and brand.

“Building trust is a process. Trust results from consistent and predictable interaction over time.”

— Barbara M White

GOLDEN RULE #2

BE RELEVANT

Relevancy of content also strongly affects consumers loyalty and trust in a brand. In fact, a [study](#) found that relevance of content was second to only “advantages campaigns” when it came to positively affecting consumers’ loyalty to a brand.

What could be more relevant than on-trend content. Trendiness [was found to be a key influencer](#) in consumer brand engagement, strengthening brand awareness and brand knowledge.

If posting trendy content seems risky, just remember your customers are on social over 2 hours a day so they’re seeing the trending topics. Tapping into the hype keeps your brand in the front of their thoughts. They’ll see that you’re posting about the same hot topics they’re reading about.

“
Concerning Branding and Social Media;
Understand that attention can be gained
or gamed but trust must be earned.”

— Bernard Kelvin Clive

GOLDEN RULE #3

INCORPORATE VARIETY

The Forbes Communication Council states “The biggest social media faux pas is not showcasing many types of content on your feed...”

A social channel that only posts sales-focused content, product images, or special offers becomes stale in the consumer’s eyes. Your brand is much more than that. It’s your team, your relationship with the community, your vision, your expertise, your values (more about that later). As a result, your social media should reflect all of that.

Consumers looking at your brand want to get to know you, so give them the whole picture and more.

Variety should also be applied to the visuals you post. Change it up... switch between posting photos, text only, screenshots and more.

“ Trust is earned by following through and being dependable in small things as well as in large things. ”

— unknown

GOLDEN RULE #4

EMPLOY GOOD DESIGN

Aesthetics have always played a big role in consumer perception. That applies as much, if not more, to your digital aesthetics. Check this out...

Market research firm Dynata found:

- More than half (52%) of consumers have been deterred from a purchase because of poor design.
- 85% of shoppers say they are more likely to trust a brand with high-quality design.

Another study found people form 75% of their judgment on [a website's credibility purely on its aesthetics](#).

The look and feel of your website and social media are your customers window into your brand. It's your storefront so to speak, so treat it with care. If you don't have a designer on staff, contract with professionals to design your digital properties whether it's a small asset like a single website image, or something much larger like an email template.

In short, don't minimize the importance of your visuals on building trust.

“Trust is earned. Like gold.”

—George R R Martin



GOLDEN RULE #5

SHOW YOUR CORE VALUES

This one makes companies nervous. In a hyper-politically-correct society you run a risk of offending people if you post about anything even remotely controversial but [52% of all US online adults](#) consider company values when making a purchase.

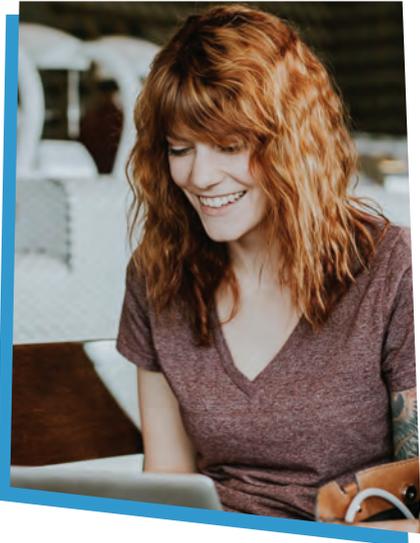
That number jumps to nearly 70% for millennials, the fastest growing segment in terms of purchasing power.

Your company's core values and culture can no longer be contained within the four walls of your office. Customers and prospective customers want to know what you stand for.

Social is essential to your marketing mix but even more important is developing a social presence that shares your brand values.

“Nothing has more influence than a reputation of trust.”

— Stephen Covey



FINAL RECOMMENDATIONS

Just some random recommendations to help you follow the rules above:

- Advice abounds about how often to post to social media, which varies by platform. The best recommendation is to decide on a cadence and **stick to it.**
- If you can't hire a graphic designer to create your posts, try a tool like our Social Jazz app or check out one of several design services like [DesignPickle](#). They are much less expensive than a full-time designer yet still give you the professional look that builds credibility.
- Take photos. Customers love to see photos of your office, team, events and such. Nowadays a smart phone's camera is all you need to take high-quality photos, so use it, snap em, and post em.
- Explore the automation tools available. They can really help ease the burden of posting and typically are affordable. Obviously we're partial to Social Jazz so we hope you'll give it a look.



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ABOUT SOCIALJAZZ

SocialJazz is a social media automation app created to help businesses build brand trust by ensuring they are present, active and relevant on their social media platforms of choice. With a growing catalog of common and on-trend events/occasions, businesses can fill their social media calendar with automatically-created, automatically-branded content that gets automatically posted to their social accounts.

[SocialJazz.app](https://socialjazz.app)