



# HOW TO USE SOCIAL MEDIA: 5 TIPS

A SPECIAL SERIES FROM **NELMA**

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**IF YOU HAVEN'T** branched out into social media to showcase your dealership and what you have to offer, now is the time.

Recent national consumer research by the Northeastern Lumber Manufacturers Association revealed the number one place homeowners go for product and project inspiration is social media. These same consumers are the ones working with your customers, so why not up the ante in what you're offering your customers to help them stay ahead of trends?

The bread and butter: Variety is the spice of social media. If you post the same things over and over, your audience will stop liking your posts. If they stop liking your posts, the posts will fall lower in the algorithm, meaning they won't be seen. Keep it fresh and exciting! You don't have to post every single day, but plan on at least two to three times a week. Make the posts different and visually exciting: use graphics, photographs, or even memes (as long as they're appropriate). And please, for the love of all that is beautiful wood, use proper spelling and punctuation.

Assuming you already have social media channels created and active, here are easy tips to help build a content flow to engage key audiences.

## **Educate: Your Services**

Customers might know you for one product or service you offer; take

the opportunity to raise their level of awareness with regards to everything your dealership offers and sells. But not all at one time! Consider creating a specific content calendar just for services/key products: Each Thursday, post about a specific service or product you offer. Share details, how the service/product will make someone's job or life easier, and always include a graphic or photo.

## **Educate: Deep Dives into Trends**

If you've been selling wood for any length of time, you know what some of the trends are by now. Make these trends your own and tailor them to you and your dealership by sharing information that's yours alone: this can be research you've done about this trend in your geographic area, or it could take the direction of a case study of a successful project in which your company has participated. Find what's popular and update or enhance the material to make it specific to you. This is how you engage customers online!

## **Photos, Photos, Photos**

Inspiration is what it's all about, and no one does gorgeous inspirational photography like the wood industry. Go out there on the internet and grab some of these gorgeous photos (with permission!) and share them on your social channels. Or use your own photos to showcase the

multiple ways in which the wood you sell can upgrade and enhance any style of home.

## **Success Stories**

When homeowners are looking for inspiration ahead of their next home build or renovation project, they want to see what others have done. Mining for ideas and inspiration is where the internet and social media shines: Throw the spotlight onto customer projects (with their permission!) to show what projects you've helped with, what's possible using wood, and where to start. Highlight how the wood you sell made this project more useful/more beautiful/more sustainable. Ask your customers for photos of their projects and get their permission to share online; everyone wants to show off their gorgeous home improvement successes!

## **Consistency is Key**

If you're the type to post once or twice... then not again for a few weeks because you're busy, think long and hard about engaging social media as a tool. Much like other communications tools—PR, for example—consistency and constancy are key. The changing of minds take time but it's well worth the effort!

*- Looking for some beautiful wood photography to highlight? Please visit [www.nelma.org](http://www.nelma.org) and click on Consumers, then Inspiration.*