

Does Social Media Really Get You Noticed?

Written by Michael Holloway, July 2017

Social media is used by approx. 2.51 billion people worldwide, as of 2017.¹ Because so many people use it (in several different aspects of it), surely it's useful in order to get noticed in the world? Possibly. But it's all about how you use it and developing a wider social network and building relationships as well.

The meaning of social media is all in the name. "Social" means interacting with people. "Media" means communication. Therefore, it's all about making an interaction with people and communicating effectively with them. Businesses, these days, must work towards good quality online content to be able to build solid relationships and create a good network of followers who'll subsequently have a positive impact on the brand as a whole.

But although many businesses are now using it and it's supposed to be the go-to apparatus for effective, digital marketing, does social media really get you noticed?

The main aim for a business is to make a profit. So, it's important to get it right and to not only get noticed, but to be recognised in a positive light with strong, effective branding posted through on-going social media interaction. The main sites are Facebook, Twitter, Instagram, and LinkedIn. Each one full of potential connections. In an individual's career (rather than just in a business) building relationships is important, and making a strong network is the foundations of a solid, successful career.

Whenever you use social media, you'll be interacting with people, so essentially you or your business will be involved with these people directly, and vice versa. But because there's so much out there, it may be difficult to actually utilise this to your advantage. The best option you've got is to write good content in all of your online medium, since this is what people will see, this will be the main point of contact between you and your audience.

The best way to get noticed to is write good quality content consistently. It doesn't have to just consist of writing, it can also contain visual images, such as infographics and photos that will appeal to your desired audience. This can work well because the recipient will be immediately interested in what you have to say, without being bored and without being pandered to, by simply being interesting and informative, engaging with them at a recognisable level.

It can seem daunting to even consider getting noticed in the ocean of written work and images out there on the internet, but it's not as bad as it sounds. Many people and businesses find success through social networks and subsequently progress and grow in their own positive, sustainable way.

You must be consistent by putting out fresh, new content all the time, sharing, interacting, and jumping on the 'trending' bandwagon, as the internet is very fast-paced, so things come and go all the time. Therefore, it's up to you to keep track of what's popular for that short time and get involved, and once you do, you'll be getting your name out there at the same time.

To get noticed, you have to utilise your digital marketing skills, as well as some social skills, and hold the ability to understand people as well as computers, in order to stick out above the rest. Your

¹ Source from Statista 2017 "Number of social media users worldwide from 2010 to 2020 (in billions)" <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

network will then come to know you on a personal level, and you'll become much more recognisable as a brand.

So, to answer the question: Yes. Social media does get you noticed. But it's up to you to be able to understand how it works and where to position yourself next to the swathes of online content, and be sure yours is good quality and people know you for who you are. Because here, everyone is watching, and if you want to progress and achieve success, you need to go with the flow of the internet, be open and honest, be friendly, be personable, be consistent, and be good at what you do.

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