

3 Steps to Build Trust on Social Media

Establishing a trusted personal brand and social network takes time. If you take that time to engage meaningfully on social media, you will see results. Here are some questions to ask as you get started.



1 Know yourself

To make social selling work for you, you need to be both authentic and helpful. That means having a personality online, which will help you stand out. Ask yourself:

- Who are you? What is your industry experience? What communities are you involved with?
- What makes you different from other sellers?
- What do you stand for, or believe in, that not everyone agrees with?
- What specific sorts of problems do you solve for your customers?
- What interests do you have in your personal life that you can share? Think about hobbies or topics that you could talk about, why you love them, and perhaps how they influence your work.
- What are the topics that you care a lot about and can share or post about in an authentic, non-promotional manner?
- Why, specifically, should people trust you?

**Based on the above, what is your personal brand elevator pitch?
Include both your business and personal sides.**

2 Know your audience

To get the most from your social media efforts, you need to know your audience, how to reach them, and what will resonate with them. Ask:

- Who do you serve? Who do you want to reach? Who is your target audience? Hint: If you're too broad you'll struggle to really resonate.
- What challenges do these people face?
- Do you focus on a particular region, industry, market segment, type of problem? Something else?
- What kind of relevant business or industry topics would be of interest to your target customers?

Describe the primary and secondary audiences you're trying to reach on social media:

3 Know your platform(s)

You don't have to do it all. In fact, you'll likely be more successful leveraging just one or two platforms consistently and well. To decide which ones, ask:

- Which platform is best for reaching your audience? Where do they seek out information?
- Which platform feels most natural to you? Which one(s) are you most comfortable sharing on?
- How much do you want to separate your personal (family and social activities) from your business sharing? (While you want your "business" account to include personality, you may not want to use the same account to share kid photos or your real-life social activities with business prospects.)

List the platforms you plan to use (LinkedIn, Twitter, Facebook, or something else):



Why trust matters?

Trust is important in every purchase decision. We do business with *people we know and trust*. We enter into business relationships with *people we know and trust*. We expand and deepen our relationships with *people we know and trust*. So, think about how you will demonstrate your trustworthiness.

Want more information and tips for doing social selling right? Get our complimentary expert's guide, *The Big Book of Social Selling Excellence*.

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