

How to Have Fun on Social Without Oversharing

Social media marketing for small businesses is all about connecting with your customers with fun and engaging content without oversharing — you want to be relatable while maintaining your brand reputation.

From understanding your audience to crafting the right content, we've got you covered with practical tips to improve your social media presence and build a loyal community.



Do know your customers and what they enjoy.

Tailor your content to resonate with their interests and values.



Don't share information that's sensitive or personal.

Use your discretion to decide on your and your brand's boundaries.



Do experiment with your content to find what your audience engages with.

Try different formats, topics, and styles to see what resonates best. This can help you refine your social media marketing strategy and increase audience engagement.



Don't participate in trends that are offensive and don't fit your brand and values.

Stay true to who you are and what you stand for. Engaging in inappropriate or irrelevant trends can damage your reputation and alienate your audience.



Do share behind-the-scenes content to give your followers a peek into the day-to-day operations of your business and your team.

This can humanize your brand and make it more relatable.



Don't share sensitive or confidential information about your business, employees, or customers.

Always respect the privacy and boundaries of your team and clients.



Do create mini vlogs showing what you do as a small business owner or team.

This can humanize your brand and build trust with your audience. Share behind-the-scenes moments, daily activities, and personal stories to connect on a deeper level.



Don't overdo it.

Avoid overexposing personal or private moments. Keep the focus on your business activities and professional life, and be mindful of the privacy of yourself and your team members.



Do feature your customers in your content.

This can create a sense of community and provide valuable content for your social media.



Don't share without consent.

Always get explicit permission from your customers before featuring them in your content. Respect their privacy and ensure they are comfortable with how their image or story will be used.



Do collaborate with other businesses and partners in your community and social network.

This can expand your reach, build credibility, and foster a sense of community. Co-create content, host joint events, or cross-promote each other to tap into new audiences and create mutual benefits.



Don't partner with just anyone

Be selective about the businesses and partners you collaborate with. Ensure they align with your brand values and have a good reputation. Avoid partnerships that could potentially harm your brand's image or credibility.



Do feature social media influencers and thought leaders in your content.

This can enhance your brand's credibility and reach. Choose influencers who align with your values and have a genuine connection with their audience to maximize engagement and impact.



Don't choose influencers solely based on follower count.

Focus on influencers who have a genuine connection with their audience and whose values align with your brand. Quantity of followers is less important than the quality of engagement and the relevance of the influencer to your target audience.

Ready to take your social media marketing to the next level? [Try Constant Contact's social media management tools](#) to write captions, schedule posts, respond to comments, and gain insights into your posts' performance.

