

# TOP 12 SOCIAL MEDIA MARKETING MISTAKES



**Not establishing clear and measurable marketing goals and objectives**

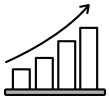
**✗ Posting on topics beyond the scope of your business/organization**



**Overusing the technique of newsjacking (aligning your brand with a current event)**



**Failing to respond to customer concerns**



**Not adding perceived value to your customer base**



**Making too many posts related to sales promotion**



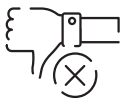
**Not incorporating images and videos**



**Not creating a social media voice and lacking personality in posts**



**Not using a social media calendar**



**Consistently posting poor-quality content**



**Neglecting to monitor data analytics**



**Failing to build a marketing funnel or use micro-influencers**

*\*Source: Bates, M., Spezzano, M., & Danhoff, G. (2020). Health fitness management (3rd ed.). Human Kinetics.*