

# 5 SIGNS YOU NEED A SOCIAL MEDIA STRATEGY

**(and what to do about it)**

A practical workbook for small business owners who want their social media to work for them



**SIMPLIFY CONNECT THRIVE**

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# IS YOUR SOCIAL MEDIA WORKING FOR YOU?

If you're a small business owner, you know you "should" be on social media. Everyone says it's important. But there's a catch: posting without a strategy is like walking into a networking event and shouting random facts about yourself. People might hear you but you aren't actually starting the conversations that lead to sales.

**The truth:** Most small businesses are wasting time on social media because they don't have a clear strategy. They post when they remember. They copy what competitors do. They're not sure what's working. And they definitely can't connect their social media efforts to actual business results. Sound familiar?

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**The good news:** Recognising you need a strategy is the first step to fixing it.

This workbook will help you identify the 5 tell-tale signs that your social media needs a proper strategy, and more importantly, what to do about each one.



# HOW TO USE THIS WORKBOOK

01

Read through each sign honestly

02

Tick the box next to the sign if it applies to you

03

Complete the reflection questions for that sign

04

Review the “Quick Fix” and “When to Get Help” sections


05

Count the number of signs you have ticked at the end to see your next steps.

**Be honest with yourself.** This isn't about judgement. It's about getting clear on where you are so you can move forward with clarity and confidence.

Ready? Let's go!





“  
**We don't have a  
choice on  
whether we do  
social media, the  
question is how  
well we do it.**

—  
Erik Qualman

## ☐ SIGN #1

### YOU'RE POSTING RANDOMLY WITHOUT A PLAN

#### Does this sound like you?

You post when you remember to. Sometimes it's three times in one day then nothing for two weeks. You think "I should probably post something" and then scramble to come up with content on the spot. You're not sure what to post about so you share whatever feels easy in the moment.

#### Why this matters:

Random posting will lead to random results. Without a plan, you're not building momentum or trust with your audience. People forget about you between posts. The algorithm doesn't favour inconsistency. And you're constantly stressed about what to post next.

Social media works when it's consistent and intentional. Every post should have a purpose.

#### Reflect on your current approach:

How often do you post? \_\_\_\_\_

Do you have any kind of posting schedule? ☐ Yes ☐ No

What usually triggers you to post? (Tick all that apply)

- ☐ I remember I haven't posted in a while
- ☐ I see a competitor post something
- ☐ Something interesting happens in my business
- ☐ I have a quiet moment
- ☐ Other:\_\_\_\_\_

# WHAT TO DO

## Quick Fix

Start with a simple content calendar.

1. Choose 2-3 days per week to post (be realistic about what you can maintain)
2. Pick 3-5 topics you'll regularly talk about (your content pillars)
3. Plan your posts one week ahead
4. Use a scheduling tool so you're not scrambling to post each time

Even a basic plan beats no plan at all.

To help you plan ahead get your hands on a free Content Calendar Template at [synergysocial.co.uk/content\\_calendar](https://synergysocial.co.uk/content_calendar)

## When to get help:

If you've tried creating a posting schedule but:

- You still can't stick to it consistently
- You're not sure what content to create
- You don't have time to plan AND create content
- You want a comprehensive strategy that covers more than just posting frequency

A professional strategy session can give you a clear, tailored plan that fits your business and your capacity.

## ☐ SIGN #2

### YOU HAVE NO IDEA WHAT'S WORKING

#### Does this sound like you?

You post content but never look at the numbers. Or you look at the numbers but don't understand what they mean. You're not sure which posts are performing well or why. You can't answer the question "Is social media helping my business?" with any confidence.

#### Why this matters:

If you don't know what's working, you'll keep doing things that waste your time. You might be creating content nobody cares about while ignoring what your audience wants. You can't improve what you don't measure.

#### Reflect on your tracking habits:

Do you regularly check your social media analytics?

☐ Yes ☐ No

If yes, which metrics do you look at? \_\_\_\_\_

Can you name your best-performing post from last month?

☐ Yes ☐ No

If yes, why do you think it performed well? \_\_\_\_\_

\_\_\_\_\_

Do you know how many people visit your website from social media? ☐ Yes ☐ No



# WHAT TO DO

## Quick Fix

Start by tracking 3 simple metrics each month.

1. **Engagement rate** – likes, comments, saves and shares compared to the number of followers
2. **Reach** – how many unique people saw your content
3. **Link clicks** – how many people clicked through to your website or offer

Set a reminder to check these numbers on the 1<sup>st</sup> of each month. Write down what you notice. Adjusts your content based on what's working.

Download my free guide to understanding social media metrics at: [synergysocial.co.uk/social-media-metrics](https://synergysocial.co.uk/social-media-metrics)

## When to get help:

If you:

- Look at the numbers but don't know what they mean
- Don't have time to analyse your performance regularly
- Want to know which metrics matter for YOUR business goals
- Need help connecting your social media activity to business results

A professional audit can show exactly what's working, what's not and where your biggest opportunities are.

## ☐ SIGN #3

### YOU'RE COPYING COMPETITORS WITHOUT KNOWING WHY

#### Does this sound like you?

You see what other businesses in your industry are posting and think "I should do that too." You follow trends without understanding if they fit your brand. You're reacting to what everyone else is doing instead of being intentional about your own strategy.

#### Why this matters:

What works for another business might not work for yours. You have different audiences, different goals and different strengths. Copying without strategy makes you forgettable. Your audience can tell when you're just following trends instead of being authentic to your brand.

Plus, you'll always be one step behind instead of leading with your unique voice.

#### Reflect on your content inspiration:

Where do you typically get ideas for posts? (Tick all that apply)

- ☐ See what competitors are doing
- ☐ Follow trending topics
- ☐ Share what I see other businesses post
- ☐ Create from my own expertise and customer questions
- ☐ Other: \_\_\_\_\_

Can you clearly explain what makes YOUR business different on social media? ☐ Yes ☐ No

If yes, what is it? \_\_\_\_\_  
\_\_\_\_\_

# WHAT TO DO

## Quick Fix

Define your unique voice and value. Ask yourself:

1. What do I know that my competitors don't talk about?
2. What questions do my customers always ask me?
3. What's my personality or approach that makes me different?

Create content from YOUR expertise, not from copying others. Use your unique perspective. Share your real experiences. Be the business people remember, not just another voice saying the same thing.

## When to get help:

If you:

- Struggle to identify what makes you different
- Don't know how to translate your unique value into content
- Want to develop a distinctive brand voice
- Need help positioning yourself in a crowded market

A brand and content strategy session can help you find and amplify what makes you stand out from the rest.

## ☐ SIGN #4

### YOU FEEL LIKE YOU'RE SHOUTING INTO THE VOID

#### Does this sound like you?

You post content but get minimal engagement. Few likes, barely any comments, no meaningful conversations. You're not sure if anyone is actually seeing your posts or if they care. It feels like a waste of time because nothing seems to be happening.

#### Why this matters:

Social media is called "social" for a reason. It's not a broadcasting platform – it's a conversation platform. If you're not getting engagement, it usually means one of three things: your content isn't connecting with your audience, you're on the wrong platform or you're not actively building relationships (just posting and leaving). Low engagement also tells the algorithm not to show your content to more people. It becomes a cycle that's hard to break without changing your approach.

#### Reflect on your engagement:

What's your typical engagement on a post?

- ☐ Less than 5 interactions
- ☐ 5-20 interactions
- ☐ 20-50 interactions
- ☐ 50+ interactions

Do you actively engage with other accounts?      Yes      No

If yes, how often? \_\_\_\_\_

Do you respond to comments on your posts?

☐ Always    ☐ Sometimes    Rarely

When did you last have a meaningful conversation with someone in your DMs or comments? \_\_\_\_\_

# WHAT TO DO

## Quick Fix

Focus on connection, not just content. For the next week:

1. Before you post, spend 10 minutes engaging with other accounts (comment genuinely on their posts)
2. Respond to EVERY comment on your posts within 24 hours
3. Ask questions in your captions to encourage conversation
4. Share content that invites opinions, not just information sharing

Social media rewards relationship-building. Show up for others and they'll show up for you.

## When to get help:

If you:

- Have tried engaging but still see no improvement
- Don't have time to actively manage engagement
- Need help creating content that sparks conversation
- Want someone to manage your community while you focus on your business

Social media management means someone is building those relationships on your behalf, responding as your brand and keeping your community alive.



## ☐ SIGN #5

### YOU CAN'T CONNECT SOCIAL MEDIA TO BUSINESS GOALS

#### Does this sound like you?

You post on social media because you feel you should but you can't explain how it helps your business. You don't know if social media has ever led to a sale, an inquiry or a customer. When someone asks, "Is social media working for your business?" you genuinely don't know how to answer.

#### Why this matters:

This is the biggest sign you need a strategy. Social media should serve your business goals, not just exist for its own sake. Every post should connect back to what you're trying to achieve – whether that's brand awareness, website traffic, lead generation or sales. Without this connection, you're just creating content in a vacuum. You can't justify the time you're spending and you can't make strategic decisions about whether to continue, change direction or invest more.

#### Reflect on your business connection:

What are your main business goals this year?

1. \_\_\_\_\_

2. \_\_\_\_\_

How does your current social media support these goals?

\_\_\_\_\_  
\_\_\_\_\_

Can you track leads or sales back to social media?

☐ Yes ☐ No

If someone found you on social media, what's the journey you want them to take?

Social media → \_\_\_\_\_ → \_\_\_\_\_ → Customer

# WHAT TO DO

## Quick Fix

Reverse engineer your content from your business goals.

1. Start with ONE clear business goal (e.g. 'get 5 new client inquiries this month')
2. Work backwards. What action leads to an inquiry? (e.g. booking a discovery call)
3. What content would encourage that action? (e.g. case studies, free resources, behind-the-scenes)
4. Create that content intentionally

Every post should have a purpose that connects to your business. If you can't explain that purpose, don't post it.

## When to get help:

If you:

- Have business goals but no idea how social media fits in
- Want a comprehensive strategy that connects to real business outcomes
- Need help creating a customer journey that starts on social media
- Want to stop wasting time and start seeing results

A strategic marketing plan shows you exactly how social media fits into your bigger business picture and what to focus on for maximum impact.

# WHAT YOUR RESULTS MEAN

Count the number of signs you have ticked.

If you ticked:

0-1

## You're doing pretty well

You might not need a full strategy overhaul but there's always room for optimisation. Consider:

- Refining what you're already doing
- Tracking your results more closely
- Planning your next quarter of content

**Your next step:** Sign up to [The Synergy Scoop](#), the monthly newsletter from Synergy Social. Each month I share tips and suggestions to help develop your content.

2-3

## You're on the right track but there are gaps

You understand the basics but need more structure and strategy to see real results. This is the perfect time to invest in getting clear on your approach before bad habits become harder to break.

**Your next step:**

**Option 1 (DIY):** Start with the Quick Fixes for the signs you ticked. Give yourself 30 days to implement them then reassess.

**Option 2 (Get Support):** [Book a Social Media Audit](#). I'll review your current presence, identify specific opportunities and give you a clear action plan.

4-5

## It's time to get serious about strategy

You're working hard but not seeing results because you don't have a clear plan. The good news? You've recognised this now and that's the first step to fixing it. But trying to DIY all of this will be overwhelming.

**Your next step:**

**Option 1: Strategy Session** A one-time deep dive where we create your complete social media strategy together. You'll leave with a clear plan tailored to YOUR business goals.

**Option 2: Social Media Management** Hand it over completely. I'll manage your social media, create your content, engage with your audience and report back to you monthly. You focus on running your business.

**Option 3: Start with a Discovery Call** Not sure which option is right for you? Let's chat. A free discovery call will help us figure out the best path forward for your business.



SYNERGY SOCIAL

# **NO MATTER HOW MANY SIGNS YOU TICKED, REMEMBER THIS:**

Recognising you need a strategy isn't a failure. It's the smartest thing you can do for your business.

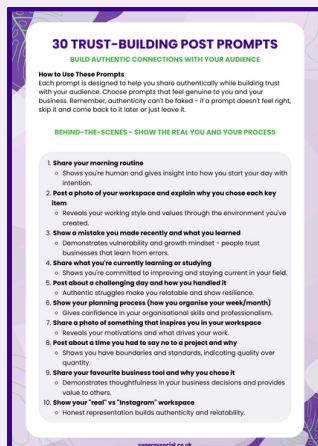
Most small business owners are winging it on social media. You're ahead of the game just by working through this workbook.

Now take the next step. Whether that's implementing the Quick Fixes yourself or getting support, commit to doing something different.

Your social media can work for your business. Let's make it happen.



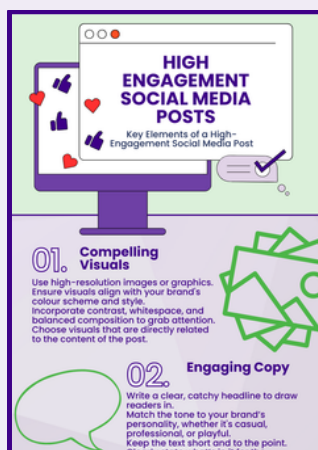
# SYNERGY SOCIAL RESOURCES



## 30 TRUST-BUILDING PROMPTS

These 30 post ideas will help you build trust with your audience. They get to see the authentic side of your business.

### TRUST - BUILDING



## HIGH ENGAGEMENT POSTS

This resource is great if you want to understand more about what makes posts highly engaging.

### ENGAGING POSTS



## 25 CONTENT IDEAS

If you've ever found yourself struggling for content ideas – this resource is for you! It includes ideas prompts and example titles to help get you started.

### CONTENT IDEAS

Find these and more at [synergysocial.co.uk](https://synergysocial.co.uk)



SYNERGY SOCIAL

# READY TO MAKE YOUR SOCIAL MEDIA WORK FOR YOU?



## HI I'M GEMMA

Founder of Synergy Social

I help small businesses in West Sussex simplify their digital marketing, connect with their ideal customers and thrive online.

I know what it's like to feel overwhelmed by social media. That's why I created Synergy Social – to take that pressure off small business owners like you and give you a strategy that works for YOUR business.

### How I can help you:

**Social Media Audits** – A comprehensive review of your current social media with actionable recommendations

**Strategy & Planning** – A complete roadmap for your social media that connects to your business goals

**Social Media Management** – Done-for-you service where I handle everything from content creation to community engagement

**Training & Workshops** – Learn to manage your own social media with confidence

# THANK YOU!

Thank you for working through this workbook. I'm cheering you on in your social media journey.

Remember: Simplify. Connect. Thrive.

You've got this!

[SYNERGYSOCIAL.CO.UK](https://synergysocial.co.uk)