

TALK LESS, LISTEN MORE: THE SECRET WEAPON TO WINNING SOCIAL MEDIA TRUST

So, you've poured your heart and soul into your brand. You've crafted the perfect product, grown your socials and built a stunning website. But in the cutthroat world of [social media](#), where a million competitors lurk with similar offerings, there's one crucial ingredient you can't afford to overlook.

(Spoiler alert) It's trust. So, how do you build trust in the world of social media?



COOL SH*T
FOR THE
INTERNET



GET REAL! LIKE REALLY REAL...

Well, let's talk real. Social media has definitely shifted from perfectly curated feeds to seeking reliable connections. So, what are some ways you can make your business more relatable?

One way is to share your brand story – the ups, downs, and the epic humans who make it all happen (think “Meet the Team” posts). Yes, they've been done a million times, but for good reason. Social media thrives on connection, and these posts showcase the real people behind the brand. The bottom line is, that people connect with people, and these glimpses into your team build trust and a sense of community on your social media platforms.

There are also super fun ways to spice up behind-the-scenes content. We (not to brag, but seriously...) do a pretty good job of this on our [TikTok](#), but there are tons of ways to inject some personality into your social media content.

Not a fan of being in front of the camera? No worries! Look into [testimonials](#). They are a great way to feature the people who absolutely love what you do. Their words hold way more weight than anything you which let's face it, is kind of scary.

CONTENT WITH BENEFITS

People endlessly scroll through their social media feeds (we all love a bed rot), but they stop for content that delivers value in return for their time, and let's face it, if we are getting value out of the content we consume it makes us feel less guilty about the (kind of really) high screentime.

Think about sharing industry insights, tips, and tricks to help position you as a thought leader and build trust on social media.

When people find that they can get something out of your content, that builds trust and establishes you as a helpful resource. If this sounds great but you aren't sure where to start, our [Content Writing](#) team can craft informative and engaging content (think blog posts, captions, social media content) that educates your audience and positions you as a thought leader.



RESURRECT THE COMMENT SECTION

Scrolling through social media, what grabs your attention? On these jam-packed platforms, cutting through the noise goes beyond just posting. It's about sparking connections.

Content is king, sure, but to truly build trust, create a space where people want to hang out.

That means actively engaging with your audience, not just blasting messages. Respond to comments and messages quickly, showing you care about what your audience thinks. Get conversations flowing by acknowledging different perspectives.

When someone takes the time to interact with your posts, they're showing interest. Respond back, and let them know their voice matters because we all love to know our voice matters.

This two-way street builds a community, a place where people feel welcome to chat, not just scroll. By prioritising audience interaction, you'll not only earn trust and loyalty but also gain valuable insights into what makes your audience tick.

Community management can be tricky, but we can help! Our Social Media Marketing services can help you craft a strategy to foster trust and encourage community engagement. We can help you respond to comments and messages, encourage discussions, and build a thriving online presence.

BONUS TIP: EMBRACE TRANSPARENCY (EVEN WHEN THINGS GO WRONG)

Social media isn't always perfect, mistakes happen. When they do, the worst thing you can do is try to sweep them under the rug. Addressing issues head-on and showing your audience how you're working to fix them builds trust and loyalty. Our top tips are:

Acknowledge the problem:

Respond to the comment publicly, apologise for the inconvenience, and thank them for bringing it to your attention.

Offer a solution:

Explain how you'll fix the problem, whether it's a replacement product, a refund, or a discount on their next purchase.

Be transparent:

If there's a reason for the mistake (e.g. a temporary supply chain issue), you can briefly explain it without going into excessive detail.

By handling the situation honestly and efficiently, you not only show the customer you care about their experience but also demonstrate to other followers that you're a trustworthy brand that stands behind its products and services.



HI TAHI | HIRANGA | PAU...
XCELLENCE | GOOD VIBES | TEAM WORK | EXCELLEN...
...HANGA | PA...



TO WAP THINGS UP:

Ultimately, building trust on social media isn't just about having a pretty profile and witty captions. It's about fostering genuine connections with your audience. By showcasing the real people behind your brand, sharing valuable content, and actively engaging with your followers, you'll establish yourself as a trustworthy and reliable presence. Remember, trust is a two-way street, and the effort you put into audience interaction will be rewarded with a loyal following and a thriving social media presence.

Ready to take your social media engagement to the next level?

[Let's chat](#) about how we can help you achieve your social media goals!

