

10 Social Media Mistakes Local Businesses Make (And How to Fix Them Fast)

42 Creative | Helping Local Businesses Shine Online

Struggling to make social media work for your small business?

Most local businesses waste hours posting online but see little return. Why? Because of avoidable mistakes. Here are the 10 most common social media mistakes small businesses make — and the quick fixes to turn things around.

- **Posting without a plan** → Create a monthly content calendar.
- **No clear brand voice** → Define your tone (friendly, professional, playful).
- **Too many platforms** → Focus on 1–2 where your customers actually are.
- **Only posting sales content** → Use the 80/20 rule (value vs sales).
- **Ignoring engagement** → Reply to every comment & DM within 24 hrs.
- **Poor visuals** → Use consistent templates & quality images.
- **Not using local hashtags** → Add #EastbourneBusiness #SussexBusiness etc.
- **Skipping stories & reels** → Post quick behind-the-scenes content.
- **Not tracking results** → Use insights to see what's working.
- **No call-to-action** → Always guide your audience on what to do next.

Want to know exactly how your business stacks up?
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