

Eimer Duffy is a Social Media Consultant and Trainer at FIT Social Media. She provides customised social media solutions for businesses which require an emotional and compassionate tone of voice to their online presence helping them to gain more visibility, get noticed and build trust online. She co-hosts the only social media for business radio show in Ireland called “The Let’s Get Social Show” every Friday at 2pm on Dublin South FM.



Eimer answers your questions...

How can you make social media work more effectively for your funeral business? Eimer Duffy has all the latest news, tips and advice when it comes to social media and being online.

Q1. What things can I do to improve my business online?

Eimer says:

- Complete your social media channels fully
- Engage with your social media community consistently
- Understand your audience’s needs
- Identify your goals and objectives for being online
- Implement a social media strategy

Q2. What are the best social media channels to be on?

Eimer says:

Think about the demographic of your last customers. When it comes to your ideal customer, having a customer persona (i.e. a description of a fictional character that represents your business’s customers or potential customers, based on what you know about them and what motivates them) will help you with what channels to be on.

Facebook is the largest platform and people expect you to be on it. Instagram would be the next platform to be on as your customer generational base is using Instagram more and more, and you do need to be on that platform. And not forgetting LinkedIn as this is where not only professionals are, but it gives you the opportunity to network and engage with other stakeholders in the industry.

Q3. Where should I start with when it comes to social media?

Eimer says:

I would start with ensuring your social media accounts are fully completed and up to date. They are the first thing people see on social media and your social media account is like a shop window for your business on that channel. When was the last time you went in and really examined your Facebook business page, Instagram account, LinkedIn profile and not forgetting your Google My Business account (as this is one of the first things people see when they “Google” your business).

Q4. How many times a week should I post and when?

Eimer says:

I recommend you check your analytics and insights on each of your social channels. As a rule of thumb, once a day on Facebook in accordance with “the best time to post” for your own business page account (check your Facebook analytics via the desktop). Post then a few times a day on Facebook Stories. The same with Instagram, check your insight (via the mobile app), post once a day and then a few times a day on your Instagram Stories, as this will keep you consistent. With LinkedIn, I suggest you post three times a week. Overall, there is no exact “ideal” amount of times to

post, keeping in mind what you post is of interest to your audience, your goals for each post and what social media engagement you want to get.

Q5. What should I post on social media?

Eimer says:

Create content that does one (or more) of these three things - EDUCATE, INSPIRE and STOP THEM SCROLLING.

A good mix of content is key. When it comes to the most engaging content type to use, that would be LIVE video, then video, photos and using polls and questions can help with engagement.

EDUCATE - What can you teach your audience? What is their biggest frustration? How can you solve their biggest problems and frustrations?

INSPIRE - What resonates with your audience? What type of content will create emotion for your audience?

STOP SCROLLING - As mentioned earlier LIVE Video and recorded video. Also think about relevant images (eg: with quotes which speak to them). Think about what will capture their attention.

Q6. What’s a hashtag for?

Eimer says:

A hashtag “#” is a word or phrase preceded by the pound symbol which is clickable. Think of it like a topic or better still, think of it like a bucket and every time you use a “#” your post, photo or video is found in that bucket. So for instance #funeral #funeraldirector #undertaker #funeralservices etc...

Go the extra mile and use #yourbusinessname (that’s a branded hashtag) and everything you post with that will be found together in that bucket.

Q7. How do you get more followers?

Eimer says:

Simply show up every day. This means you will need to be consistent and appear on social media to answer questions, post related and relevant content to your niche, and engage with your prospective customers and other relevant businesses. It’s very much like networking (but online) and here are a few ideas to increase your followers:

- Follow other related businesses and suppliers to you in your niche with your Facebook business page, Instagram Business Account and your LinkedIn Personal Profile.
- Share other related businesses and suppliers content on your Facebook business page, Instagram Business Account and your LinkedIn Personal Profile.
- Like and comment on other Facebook business pages, Instagram Business Accounts and on other people’s posts (you are connected with) on LinkedIn and people you follow on LinkedIn and who you wish to connect with.
- Cross-post your content on your Facebook business page, Instagram business account, your LinkedIn personal profile and Google My Business account.
- Invite followers on one social channel to follow you on another.
- Get involved in social communities as in local and relevant Facebook groups.
- Consider using paid ads.
- And don’t forget this is social media and not selling media as that can gain you unfollows.

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