

Social sharing tools

Please do not confuse these with “social media links”. Social sharing tools (otherwise known as social proof buttons), are a fantastic way for your content to be shared by your audience.

7.6k
Shares



In this picture (from Sharethis.com) they clearly display the power of a good social sharing tool. You can see that 7.6k people have clicked on one of the social share buttons and shared this article on their social media platforms, therefore driving more traffic back to their website.

This is a powerful tool and one not to be ignored. The key items that you should be adding a social sharing tool to are:

- Your blogs or news articles.
- Your frequently asked questions (FAQs) page.
- Your special offers or free downloads.
- Your jobs (if you're a recruiter), or properties if you're an estate agent/realtor.
- Your toolkit page.

If you would like to add social sharing buttons to your website, try www.sharethis.com. This is a floating toolbar (as seen in the example above), and will stay with your visitor as they read your article. It is much more effective than having a sharing tool at the top of your article, or at the bottom.

Do you have social sharing tools on your website? If you can answer “yes”, then congratulations – you have another tick in the box!



Remember that Google loves it when people share your content, so make it easy for your visitors to do this.



If you only have social sharing tools for Facebook and Twitter but your main target market is more business-to-business (B2B), then consider adding LinkedIn.

Social media links

Do you have social media icons on the homepage of your website?

It is also worth noting that usually there is no reason for a company to be present on ALL social networking platforms. It is only advisable to have a presence on the social networking sites where your target market is present.

Here is a list of social networking sites that are usually present on websites as clickable icons:

- Twitter
- Facebook
- LinkedIn
- YouTube
- Pinterest
- Instagram



Check that all your social networking icons are directed to the correct site.

Key social networking sites are discussed in more detail later in the book. However, if your target market is not active on a particular platform, then there is no point in wasting time, money and effort in trying to make it work. Spend that valuable time and money on platforms that work for you.

If you have social media icons with links on your website, then you cannot quite tick the box yet! Check to see that all the links go to the right places.

For example:

