

---

# 11 COMMON SOCIAL MEDIA MISTAKES

THIS GUIDE WILL  
HELP YOU AVOID  
THE MOST COMMON  
MISTAKES ON  
SOCIAL MEDIA THAT  
CAN HURT YOUR  
BUSINESS & YOUR  
BRAND!

---



**M** ACADEMY

# SOCIAL MEDIA MISTAKES

## NOT OPTIMIZING YOUR PROFILE

- Make sure your profile is on "public"
- Have a clear face picture for your profile photo
- Write a statement in your bio about what you do

## NOT UNDERSTANDING WHO YOUR AUDIENCE IS

- Who is your target audience?
- What value do you want to provide for them?
- Where is the best place to share value with them?

## FOCUSING ON TOO MANY PLATFORMS

Not having a clear strategy can spread your resources thin. Focus on the platform(s) where your target audience is most active and likely to engage with you.

## BUYING FOLLOWERS OR ENGAGEMENT

Artificially inflating your follower count or engagement numbers might look impressive but it may actually hurt you with the algorithm. Focus on organic growth.

## FOLLOWING / ADDING RANDOM PEOPLE

Doing this can dilute the quality of your interactions. Instead of connecting with people who share common interests, you end up with people who engage less.

## BEING INAUTHENTIC / INSINCERE

- Using trends or tones that don't match your brand
- Sharing false information undermines credibility
- Posting cryptic or attention-seeking messages

## INCONSISTENT OR ERRATIC POSTING

This leads to less engagement. Regular and consistent posting keeps your audience engaged. It's important to find a balance between posting too much and too little.

## OVERPROMOTING YOUR BUSINESS

Constantly pushing business, or posting your sales volume, without providing value or engaging content can lead to audience disinterest and loss of followers.

## POSTING "BAD" CONTENT

- Posting "text heavy" flyers or intro graphics
- Blurry video or pictures & hard to hear audio
- Not having captions or subtitles on video content

## FAILING TO ENGAGE WITH YOUR AUDIENCE

Social media is about conversation. If you're not engaging through comments, replies, and shares you're missing out on an opportunity to make relationships.

## NOT BEING PATIENT

Social media success takes time! Expecting immediate results can lead to frustration and cause you to change your strategy too soon. Stay consistent & persistent!





# ABOUT M1 ACADEMY



The mission of M1 Academy is to *help business professionals and entrepreneurs perform at the level that they are capable of*, by building a strong personal brand, creating a unique value offer, and understanding that mindset comes 1st. Mindset isn't the only thing, but it is the most important thing, because it controls your *attitude* and our *actions*, which are the only two things you can actually control!



The Founder & CEO of M1 Academy is Phil Treadwell. Phil is a national speaker, mindset coach and podcaster, with over two decades as an entrepreneur and award-winning sales & marketing professional. He regularly collaborates with thought leaders from around the country, and has been coached and mentored by some of the business world's Elite.

**LEARN MORE ABOUT PHIL & M1 ACADEMY AT: [PHILTREADWELL.COM](http://PHILTREADWELL.COM)**

