NITIK IDEAS

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The Social Issue — Social media that works

July 2026: what makes social media work, how to plan a month of content, and what to measure — plus answers to common questions — NITIK IDEAS by Nitiksham.

What makes social media work?

Social media works when it is treated as a conversation, not a noticeboard. The businesses that do well on social media are not the ones that post the most — they are the ones that post with a purpose, speak in a voice people recognise, and reply when people talk back.

Strategy comes before posting. Before the first post, a business should know three things: who it is talking to, what it wants them to do, and what it will talk about. Without those answers, posting becomes guesswork, and guesswork shows.

Consistency beats volume. A few good posts a week, every week, build more trust than a burst of activity followed by silence. People follow accounts they can rely on, and algorithms reward accounts that show up regularly.

Value comes before selling. Posts that teach, entertain, or help earn attention; posts that only sell lose it. A good rule is to make most posts useful in themselves — a tip, an insight, a behind-the-scenes look — and let the selling happen naturally, when people are ready.

Conversation is the point. Social media is called social for a reason. Replying to comments, answering questions, and joining discussions turns followers into a community. A business that never replies is using social media as a billboard, and billboards do not build relationships.

One platform done well beats five done badly. It is better to be genuinely present on the one or two platforms where your customers actually are than to spread thinly across all of them.

Social media is not free advertising. It is a relationship, and like any relationship it rewards patience, honesty, and showing up.

A month of content, planned

Planning a month of content in advance turns social media from a daily scramble into a calm routine. The trick is to work in pillars — a few themes the business returns to again and again, so followers always know what to expect.

Pillar	What it covers	Example
Teach	Useful knowledge from your work	A tip, a how-to, a common mistake explained
Show	Real work, real people, real places	A project in progress, a team at work
Answer	Questions customers actually ask	A short answer to a frequent question
Invite	A reason to get in touch	A service explained, an offer, an event

With four pillars, a month plans itself. Each week can carry one post from each pillar, and the mix keeps the feed interesting — never all selling, never all the same.

A few planning habits that help:

- **Batch the work.** Write and design a week's posts in one sitting, then schedule them. It is faster, and the quality is better than writing on the day.
- **Leave room for the real.** Planned content is the backbone, but real moments — a finished project, a visitor, a milestone — deserve a post the day they happen.
- **Reuse good content.** A blog post can become several social posts. A question answered in a meeting can become a post. Good ideas deserve more than one telling.
- **Review at month's end.** Look at what people responded to, and let that shape next month's plan. The plan should improve every month, not repeat itself.

Planning does not make content less genuine. It makes the genuine content easier to produce, on time, every time.

What should you measure?

Measuring social media is easy to get wrong. The numbers that look impressive — likes and follower counts — are often the least useful. The numbers that matter are the ones connected to real business results.

Reach tells you how many people saw a post. It is useful for understanding which topics travel, but reach alone does not pay the bills.

Engagement — comments, shares, saves, and genuine replies — tells you whether people cared enough to respond. A post with a hundred thoughtful comments matters more than a post with a thousand quick likes.

Clicks tell you whether social media is sending people to your website, your shop, or your enquiry form. If nobody ever clicks through, the content may be entertaining but it is not doing business work.

Enquiries and sales are the real measure. Ask new customers how they found you. Track which posts or campaigns led to conversations. Social media earns its place when it can be connected, even loosely, to real business.

A few measurement habits worth keeping:

- **Compare with yourself, not with others.** A small business does not need a competitor's numbers. It needs its own numbers, improving month by month.
- **Look for patterns, not single posts.** One viral post tells you little. A pattern of posts that consistently earn replies tells you what your audience wants.
- **Measure monthly, decide quarterly.** Social media moves slowly. Judging it day by day leads to panic; judging it over a quarter leads to good decisions.

The goal of measuring is not to collect numbers. It is to learn what to do more of, and what to stop doing.

Here are the questions we hear most often about social media for business.

Before the questions, one thought worth keeping: social media rewards the businesses that treat it as a relationship, not a broadcast. The followers who matter are not the ones who scroll past — they are the ones who stop, read, reply, and come back. Earn their attention with useful content, and the rest follows.

FAQ

How often should a business post on social media?

There is no single right answer, but a few good posts a week, every week, is a realistic starting point for most businesses. Consistency matters far more than volume — it is better to post three times a week reliably than to post daily for a week and then disappear.

Should a business be on every social media platform?

No. A business should be on the platforms where its customers actually spend time, and be genuinely present there. Being on every platform usually means being properly present on none of them.

What if nobody engages with our posts?

Start by making the content more useful and more specific — answer real questions, show real work, and ask real questions of your audience. Engagement grows slowly, and it grows fastest when the business itself engages: replying, commenting, and joining conversations, not just broadcasting.

To see how we approach social media work, visit our social media marketing page.

Thank you.

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