

OFFICE POLITICS

How to up the social media ante in your workplace

A specific calendar is a must if you want to keep ahead, explains **Amy Clayton**

W E ALL use social media in life – and with varying degrees of success. But when it comes to using it for business, are there ways you could do so more effectively? Here are five tips from a panel discussion hosted by Headspace, the London-based events and flexible working space firm.

BE CREATIVE

The rise of social media has transformed options for small businesses, because you don't need a huge budget to make an impact – just creativity, according to Eva Keogan of Home of Social. Word of mouth is one of the most effective marketing tools, so if you want to get noticed and talked about, you have to be creative and innovative. Be bold and don't be

afraid to push boundaries.

UNDERSTAND YOUR AUDIENCE

Monitoring the behaviour of your customers is important. How do they use Twitter, for example? Study the hashtags they are using and get involved in the conversations where appropriate. Remember: using mentions, pictures and links can dramatically increase engagement.

PREPARE, PREPARE, PREPARE

It is essential that, as well as being reactive, you also have a proactive strategy. Consider developing a social media content calendar and keep in mind any upcoming events you might have.

Kaitlin McKay from We Are Social suggests using tools like Buffer or Hootsuite to schedule “planned reactives” to



Blank space: Coming up with original ideas as part of a proactive social media strategy is as important as reacting to comments online

ensure there are no awkward silences on your pages.

THINK ABOUT THE LEGALITIES

On social media, everyone is a publisher, and the same libel laws apply to the internet as to newspapers.

Joel Vertes of law firm Olswang advises that if you're growing in size, you should consider implementing a social media policy and draft guidelines for brand tone of voice. He recommends training key employees on how to respond appropriately to online complaints and suggests preparing a crisis response strategy in the event that social media activity threatens to damage your reputation.

BRAND PAGES & KEEP IT NOVEL

Alison Batisby from Avocado Social warns that companies often fail to



BEATING THE BRAIN DRAIN

Lumosity
Free

Designed by an in-house team of research scientists around common cognitive tasks, Lumosity is a fun brain-training app with serious credentials. Developed around neuroplasticity and fluid intelligence, users can select which mental faculties they want to put through their paces, and customise exercises to test them. Daily sessions of just 15-20 minutes will keep things ticking over.

brand their pages appropriately. The public are increasingly sophisticated users of social media, have a low tolerance for poor branding – and can be turned off very easily. So change your banner and cover images regularly to keep it fresh.

ESTABLISH TONE OF VOICE

Batisby highlights advice offered by Bruce Daisley of Twitter UK, who said that your tone of voice should be fun, helpful or informative, adding that whatever you opt for must be meaningful to your audience.

You should establish your tone of voice in the “about us” section of individual platforms, and optimise language for SEO purposes to ensure people find you. Batisby also advises being a bit playful – but only if it suits your brand. You don't want to give the impression that you don't take your customers' concerns seriously.

MONITOR

All leading social media platforms have their own built-in analytics tools, so make use of them. Take the time to see what works and what doesn't, which of your posts get the most engagement or shares, and publish more posts along the same lines.

SIGN UP TO NEWSLETTERS AND WEBSITES

Finally, keep up to date with the latest social media news and keep ahead of the crowd. I recommend setting up Google alerts and signing up to websites like Mashable and Feedly.

• Amy Clayton is community manager at Headspace.

COFFEE BREAK

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SUDOKU

Place the numbers from 1 to 9 in each empty cell so that each row, each column and each 3x3 block contains all the numbers from 1 to 9 to solve this tricky Sudoku puzzle.

9	4			2				
			5		4		7	2
				1				
	8	4						
		5		4	3			8
		7	2			9		
				3		6		5
6		1			8			7

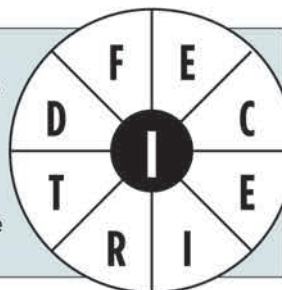
KAKURO

Fill the grid so that each block adds up to the total in the box above or to the left of it. You can only use the digits 1-9 and you must not use the same digit twice in a block. The same digit may occur more than once in a row or column, but it must be in a separate block.

			35	13	12		37	10	34	
	24					23				12
11		21				10				
	45					20				
	16				16			8		
	14			23	39			16		
			3	6						
	28	16				9	15		15	26
38									13	
	5			11		6			27	
				13		15				
45										
	30					29				
		7				12				

WORDWHEEL

Using only the letters in the Wordwheel, you have ten minutes to find as many words as possible, none of which may be plurals, foreign words or proper nouns. Each word must be of three letters or more, all must contain the central letter and letters can only be used once in every word. There is at least one nine-letter word in the wheel.



QUICK CROSSWORD

1			2		3		4		5
			6						
7		8							
		9		10					
11									
		12				13			
14						15			16
17									
							18		
					19				
20								21	

ACROSS

- Spanish artist who painted *The Witches' Sabbath* (4)
- Raised medallion (5)
- Vote against (4)
- Part of the ear (4)
- Moderately fast of musical tempo (9)
- Lament sung at a funeral (5)
- Person who accepts the world as it literally is (7)
- The two in a pack of playing cards (5)
- One who obtains money by fraud or extortion (9)
- Religious order (4)
- State parliament of Russia (4)
- Stout-bodied amphibians (5)
- Structure commonly built of masonry (4)

DOWN

- Freezing, glacial (5)
- Retaliate (6)
- Happen simultaneously (8)
- Very small in scale (9)
- U-shaped curve in a stream (5)
- Spiny-finned fish (9)
- Blind alleys (4,4)
- Children's outdoor toy (6)
- Heap or mound of snow formed by wind (5)
- Sing the praises of (5)

LAST ISSUE'S SOLUTIONS

QUICK CROSSWORD

C	A	V	I	A	R	A	G
O	I	A	L	L	U	R	E
L	A	C	E	S	A	E	
D	T	C	H	A	M	B	E
S	A	U	N	A	P	O	L
N	A	C	A	R	U	V	
A	L	L	O	T	O	X	E
P	A	S	S	I	O	N	
P	G	J	S	O	L	O	
K	A	Y	A	K	S	O	U
Z	R	T	E	N	N	I	S

KAKURO

1	6		7	2		8	7	3
7	9	8	6	4		5	6	2
	1	6	3			8	7	9
3	7	9	5	1	2	6	8	4
	1	8		9	4		2	3
		6	8	5	7	9		
9	8	4		3	2		7	9
7	4	3	8	2	1	9	5	6
8	7	5	9		3	8	2	
6	9	2		3	4	7	1	2
4	2	1		9	5		3	1

SUDOKU

5	6	8	3	2	1	4	7	9
7	1	2	8	4	9	3	6	5
9	3	4	5	6	7	2	8	1
3	4	1	7	9	5	8	2	6
6	8	9	4	1	2	5	3	7
2	5	7	6	8	3	1	9	4
1	2	5	9	3	6	7	4	8
4	9	3	1	7	8	6	5	2
8	7	6	2	5	4	9	1	3

WORDWHEEL

The nine-letter word was **ABROGATED**