

GET MORE ENQUIRIES ONLINE
LEARN MORE HERE

NEWSLETTER

*Are your socials
up to scratch?*

WELCOME · SERVICE SPOTLIGHT · DIGITAL TIP · MESSAGE FROM THE CEO · CYBER TIP

SMARTER SOCIAL
MEDIA*Helping businesses stay visible, consistent
and connected online.***Helping businesses look professional, stay
visible and generate more enquiries online.**

For many businesses, social media is one of the most visible parts of their brand, but it is also one of the easiest things to put off.

When you are busy running a business, posting regularly, creating graphics, writing captions and knowing what to say can quickly become another task on an already full list.

At Your Digital Services, we help businesses take a more structured, professional and designed approach to social media. From content creation and branded graphics through to scheduling, captions and full management, our aim is to make your online presence clearer, more consistent and easier to maintain.

In this edition, we're focusing on how social media can help your business build trust, stay front of mind and connect with the right audience.

MIKE SPOONER,
SALES DIRECTOR, YDSDIGITAL TIP OF
THE MONTH***Are your socials helping people
choose your business?***

Social media is often where people go to check if a business feels active, professional and trustworthy.

Quick wins:

- **Check your profile image and cover image are up to date**
- **Make sure your bio clearly explains what you do**
- **Keep your branding consistent across posts**
- **Use clear captions that speak to your customers**
- **Include a call to action, not just a nice image**
- **Plan content ahead so you are not posting last minute**

Small changes can make your business look more professional and easier to trust online.

**STRONG FIRST
IMPRESSION**

Look professional from the start.

**BUILD
TRUST**

Give customers confidence.

**GENERATE
ENQUIRIES**

Turn visits into action.

**WORK ON EVERY
DEVICE**

Fast, clear and mobile-friendly.

**Want better performing social media accounts? Contact us [HERE](#)**

SERVICE SPOTLIGHT SOCIAL MEDIA MANAGEMENT

Stay visible without having to do it all yourself!

Most businesses know they should be posting more regularly, but consistency is where many struggle.

Social media works best when it has a clear purpose. It should help people understand your business, see what you offer and feel confident getting in touch.

At YDS, we provide structured, design-led social media support that helps businesses show up professionally online.

We can help with:

- Social media content planning
- Branded graphics, visuals and carousel content
- Caption writing and hashtag support
- Scheduling and posting
- Campaign content
- Monthly content packages
- Light performance insights
- Full social media management

Whether you need a steady presence or a more complete management service, we can help take the pressure away while keeping your content aligned with your brand and business goals.

BOOK YOUR FREE
SOCIAL MEDIA AUDIT



“Show up, be consistent and stay authentic. Let social media tell your story.”

**A CONVERSATION
WITH SOPHIE**

This month, we're introducing *Sophie*, who supports the delivery of our social media management services.

Your social media accounts often are the first place potential customers will look when they come across your business. They want to see what you do, who you are, how active you are and whether your business feels credible. That means simply posting occasionally isn't always enough. The right mix of content can help you stay visible and keep your business front of mind.

Every business is different, with its own unique tone of voice and content style. Combining graphics, photography and other visuals with engaging copy can help bring your brand to life. Utilising what makes your business special allows you to showcase your personality beyond the screen and create a social media presence that stands out from competitors.

The businesses that perform best on social media are often the ones that treat it as an ongoing part of their marketing strategy, rather than something to post on when they have time. Use one of the most valuable marketing assets that your business has.

Messaging, visuals, tone of voice and calls to action should all work together cross-platform to create a consistent and active presence.

We are offering a free SOCIAL MEDIA REVIEW to our newsletter community, contact us at; hello@yourdigitalservices.co.uk

We are offering a free SOCIAL MEDIA REVIEW to our newsletter community, contact us at; hello@yourdigitalservices.co.uk

Free Social Media Review

Is your social media working for you?



How is your content and is it consistent? What is your branding and messaging?



Find out what's working, what isn't and where there's room to grow.



Identify opportunities to improve your content, consistency, engagement and visibility.



***book your free
audit here;***



Google
Ads



SEO



Websites



Local SEO



Online
Security



Digital
Consultancy



**A message
from our CEO,
Barbara Spooner, MBE**

Businesses are now judged across every digital touchpoint.

A website may be where customers go to find information, but social media is often where they check whether a business feels active, credible and connected.

Consistency, clarity and trust matter. When a business communicates regularly and professionally online, it helps build confidence before a conversation has even started.

At YDS, we focus on practical, commercially minded support that helps businesses strengthen their online presence. Our social media services are designed to make it easier for businesses to show up consistently, communicate clearly and stay visible to the people they want to reach.

Whether you need content creation, scheduling support or full social media management, our team is here to help.

have a social & safe September!



CYBER TIP

Protect your social media accounts

Your social media accounts are part of your business identity, so it is important to keep them secure.

Quick reminders:

- Use strong, unique passwords
- Turn on multi-factor authentication
- Review who has admin access
- Be cautious with third party apps that are connected to your accounts
- Keep your devices and apps updated
- Remove old users who no longer need access
- Be careful with suspicious messages and links
- Make sure account recovery details are up to date

A compromised social media account can damage trust quickly. Simple security habits help

IS YOUR SOCIAL MEDIA WORKING HARD ENOUGH?

Are your posts consistent? Are your services clear?

Does your content reflect your brand?

Are you staying visible to the right audience?

Do your captions encourage people to take action?

If not, we can help.

Your Digital Services provides professional social media support for businesses that want to look more consistent, stay active online and communicate with confidence. Ready to strengthen your social media presence? Get in touch with the YDS team to find out how we can help.

Ready to strengthen your online presence? Contact us hello@yourdigitalservices.co.uk