



Social Media That Works for Small Businesses (Australia)

A plain-English guide for Australian small businesses: pick the right platform, post consistently, stay on the right side of the Spam Act and ACCC, and measure what matters.

Most Australian small-business owners are time-poor, and social media is where a lot of that time quietly disappears. The good news: you don't need to be everywhere or post every day. You need one platform your customers actually use, a handful of honest posts you can keep up, and a clear idea of what you want social to do for you.

This guide is written for the real world of running a small business in Australia — not for influencers or big brands with a content team. We'll be straight about what social can do (build trust, keep you top-of-mind, show your work) and what it can't (replace a proper website, magically generate sales overnight). We'll also flag the local rules you genuinely need to know, like disclosing paid partnerships and not making misleading claims.

1. Pick one platform and be honest about why

In Australia, Facebook and Instagram still do the heavy lifting for most local businesses. LinkedIn is the one that matters if you sell to other businesses (B2B), and TikTok is growing fast if you can show a craft, a process or a personality on camera. Don't forget your Google Business Profile: posting there helps you show up when someone nearby searches for what you do.

Resist the urge to be on all of them. Pick the single platform where your customers genuinely spend time and where you can realistically create content. One channel done consistently beats four done half-heartedly — and in a market as connected as Australia's, showing up reliably builds more trust than chasing reach.

2. Decide what good looks like before you post

"More followers" is not a goal. Decide what social is actually for: getting found locally, staying front-of-mind with past customers, showing the quality of your work, or answering the questions people ask before they buy. Write that down. It shapes everything — what you post, how often, and how you'll know if it's working.

For most small businesses the honest answer is "trust and recall", not direct sales. People rarely buy the first time they see you; they buy when they remember you at the right moment. Set expectations accordingly so you don't give up in week three.

3. Post consistently, authentically, and within the rules

A simple, sustainable rhythm — say one to two posts a week you can keep up all year — beats a burst of daily posts that fizzles out. Plan around the Australian calendar: the summer and Christmas run, back-to-school in late January, EOFY (30 June) for anything business-facing.

Keep it real and local. Two rules that aren't optional: don't make misleading or unsubstantiated claims (Australian Consumer Law applies to your posts just like your ads), and clearly disclose any paid partnership or gifted product with #ad or "paid partnership", in line with ACCC influencer guidance. If you collect emails off the back of social, the Spam Act means you need consent and a working unsubscribe.

4. Boost only with intent, and measure what matters

You can grow organically, but a small paid boost can help — just spend with intent. Start with a modest budget in A\$ (even A\$5–10 a day on a single well-performing post), target your local area, and watch whether it actually drives enquiries, not just likes. Turn it off if it doesn't.

Measure the few things that tie back to your goal: messages and enquiries, profile or website clicks, calls, and bookings — not vanity metrics like follower count. Check monthly, not hourly. If a type of post clearly brings people in, do more of it.

A rough guide for Australian small businesses — pick one to start, not all four.

Platform	Best for	Realistic effort
Facebook	Broad local reach, community groups, events and older customers across Australia.	Moderate — a couple of posts a week, plus replying to comments and messages.
Instagram	Visual trades and products, showing your work, reaching a younger-to-mid local audience.	Moderate — you need a steady supply of decent photos or short videos.
LinkedIn	B2B, professional services and building credibility with other Australian businesses.	Lower frequency, but posts take more thought — quality over quantity.
TikTok	Personality, craft and process content; growing fast, skews younger.	Higher — video-first and it rewards regular posting, so only commit if you'll keep it up.

Common questions

Which platform should I start with?

The one your customers already use, not the one that's trendiest. For most Australian small businesses that's Facebook or Instagram; if you sell to other businesses, start with LinkedIn. Pick one, get good at it, and only add a second channel once the first is running smoothly.

How often should I post?

Consistency beats frequency. One to two quality posts a week that you can sustain all year is far better than daily posts for a fortnight before you burn out. Set a rhythm you can keep through busy periods and quiet ones.

Do I need to pay to boost posts?

Not to begin with — build an organic habit first. When you do boost, spend with intent: a modest budget in A\$ (even A\$5–10 a day) on one post that's already performing, targeted to your local area, and judged on whether it brings real enquiries.

Is social media worth it for B2B?

Yes, but differently. For business-to-business in Australia, LinkedIn is usually the channel that matters, and the job is credibility and relationships rather than instant sales. Expect a slower burn: useful posts that show expertise keep you in mind for when a prospect is ready to buy.

How do I measure whether it's working?

Tie it back to your goal. Track enquiries, messages, profile and website clicks, calls and bookings — the things that actually affect your business — rather than follower counts or likes. Review monthly, do more of what brings people in, and drop what only gets applause.

Do I need to disclose paid or sponsored posts?

Yes. Under Australian Consumer Law and ACCC influencer guidance, any paid partnership, sponsorship or gifted product must be clearly disclosed — use #ad or "paid partnership" so it's obvious. You also can't make misleading claims, and if you do email marketing off the back of social, the Spam Act requires consent and a working unsubscribe.

Read the full interactive guide, with a free tool, at cmbeyer.com — or ask Bea to build a package for your business.