

# The Do's & Don'ts of SOCIAL MEDIA

## DO

- + **Build a strong social network** - who will share your content
- + **Use as a conversational pathway** - this is not an advertisement or newsletter, this is a way to create direct engagement with the consumer
- + **Define your target market** and how they will create value to your brand
- + **Use SM as a way to research about your competitors** and your industry in general - "listen in" on conversations related to your brand on all SM sites to gain profitable insight
- + **Create a monthly calendar** for scheduling out posts
- + **Be engaging** - post and communicate on a regular basis
- + **Be a good listener** and respond to feedback respectfully and in a timely manner
- + **Appeal to consumers** with image-centric content
- + **Keep messages consistent** with the brand - show brand personality
- + **Embrace some negativity from your audience** - studies show that a little negativity on a SM site is seen as credible

## DON'T

- **Use social media to overtly sell** - instead use to educate, inform, and entertain to show expertise in the field
- **Use generic and bland marketing techniques** - make it individual and unique to your brand
- **Overwhelm followers with too much information** at once - choose only high value content to share
- **Rely on only one SM application** - all sites have strengths and weaknesses, leverage and adapt each site's
- **Be negative** - no one likes a naysayer, emphasize your strengths instead of putting down your competitors

## SO, HOW OFTEN SHOULD I POST?



**Several times a day.** Spaced out is okay because Twitter stream can fly off your screen so fast



**One or two times a day is sufficient,** otherwise you will overwhelm your followers; every other day tends to get the most interaction



**Post enough to remain active,** but it's not expected that you be posting constantly