

Social Media – Tips for Success

Over the past few years the prevalence of social media websites has grown dramatically and businesses of all types are utilizing outlets such as Facebook, LinkedIn, Twitter and YouTube to achieve significant results.

In working with clients to develop successful social media strategies, we have been able to learn a great deal about what works and what doesn't and wanted to extend some of these helpful tips in a do's and don'ts list below.

Do	Don't
<p> <u>Pick the Right Place</u> Take the time to educate yourself and select the appropriate social media outlet for your business. There are a wide variety of options out there but not all will be right for your business. Check out the following link for a helpful list with descriptions of all the social media sites currently available. www.en.wikipedia.org/wiki/List_of_social_networkingwebsites</p>	<p>X <u>Lose your identity</u> Don't forget to stick to your brand philosophy. If you have a solid brand strategy in place, then you want to make sure and carry it over to all of your extended marketing efforts including social media, so that the transition between your marketing channels is seamless.</p>
<p> <u>Customize your message</u> Each social media site will present a unique opportunity for you to extend your message and you will need to make sure you can tailor your content to fit the environment. For example, Twitter only allows you to make posts using less than 140 characters, so your message needs to be short and sweet if you want to utilize this sort of channel.</p>	<p>X <u>Get frustrated</u> Don't expect a significant response right away. Not every social media campaign can turn into the latest YouTube sensation and receive over a million hits. Patience and consistency are your best bets for success.</p>
<p> <u>Keep things fresh</u> Do have a strategy in place for keeping the content up to date. In order to get the most out of your social media efforts you will need to plan on making regular posts to ensure that the content is fresh. This will help maintain the interest of your followers and provide for steady growth over the long term.</p>	<p>X <u>Push your product/service</u> Don't spam, oversell, or post issues and content not related to your business. Nothing can turn potential followers off quicker than feeling like they are being sold to. Instead, you should focus on providing useful info, tips, links, etc... that effectively communicate your expertise and offer visitors a valuable take away.</p>
<p> <u>Protect your business</u> Make sure to have an effective Online Reputation Management (ORM) strategy in place to combat negative press and keep your business's reputation and good name safe.</p>	<p>X <u>Forget to be safe</u> Publish pricing lists or other sensitive pieces of information. The same security and regulation strategies that are in place for your primary website should be applied to your social media standards and processes.</p>

