

10 DON'TS FOR SOCIAL MEDIA

For social media to be an effective part of your brand-building strategy, it's important to pay attention to what NOT to do.

DON'T MISUNDERSTAND SOCIAL MEDIA

Social Media is a communication channel and NOT (!) a marketing channel. Why? Because it's not a one-way medium but a channel for two-way (+) dialog.

DON'T BE INCONSISTENT WITH YOUR BRANDING

Consistency across your brand gives people confidence that they are seeing brand value. Use your traditional logo for each of your profiles to avoid confusion.

DON'T FORGET TO SHOW YOUR BRAND PERSONALITY

Don't be afraid to show personality. If you would like to reach people with your posts, be different and post as a human.

DON'T ALLOW STALE PROFILES

Keep your profiles vibrant and updated. Would you shop in a store if you went in to find dusty shelves of old merchandise? Would you trust that store and think it was worth your business?

DON'T TRY TO SELL YOUR PRODUCT OR SERVICE IMMEDIATELY

If you connect with new people, the worst thing you can do is to "push" a sales pitch at them. People are not interested in getting bombarded with sales offers.

DON'T FORGET: IT'S ALL ABOUT ENGAGEMENT!

If you're on social channels but are not actually engaging, you're just wandering around a wasteland! Engagement starts with listening.

DON'T BE A "JUST WORDS" POSTER - GET VISUAL

People engage better with visual content because it's an eye-catcher and easier to understand. Visuals help you tell a story.

DON'T BE A POOR LISTENER

Are you really listening to what people are saying about you and/or your company?

DON'T DEFAULT TO IMPERSONAL

Show people there is a human behind a company account. People would like to do business with other people and not with machines without emotions.

DON'T RESPOND UNPROFESSIONALLY

Anything you say online lives FOREVER. Don't ruin your reputation. Be entirely good natured whether you're responding to negative comments or positive posts.

SOCIAL MEDIA TACTICS WILL CONTINUE TO CHANGE, BUT THESE 10 CAUTIONS WILL ALWAYS BE RELEVANT!