

# ***Social Media Hints, Tips, Do's & Don'ts***



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## **General Social Media Hints & Tips**

- ***Your goal is not to drive people to use Facebook, Twitter, etc. It is to communicate with those people already using those sites.***
- ***When looking for a person to take on your social media efforts, find that person who is already comfortable and enthusiastic communicating via those sites.***
- ***Social media is all about facilitating conversations. You cannot control the conversations, but you can be part of the discourse.***
- ***Having an event? Use social media to invite people and ask them to invite others.***
- ***From the content you share to the answers you provide, always ask if the information would be something your audience would find valuable.***
- ***Join in the conversations. If you participate, you will build credibility among participants.***
- ***If you want to do a promotion, a good ratio is one in every eight posts/tweets can be about sales/promotions or products.***
- ***Whenever possible, answer questions to showcase expertise.***
- ***Always link from social media back to your main website. It's the only site that is completely under your control.***

# **Facebook Do's and Don'ts**

## **Do:**

- ***Let Facebook mirror your personality. People want you to be genuine and honest.***
- ***Reach out to others on Facebook in a professional and considerate manner.***
- ***Use your status updates as a way to provide value to others. Avoid the posts on what you whipped up for dinner last night.***
- ***Share your best stories, pictures and videos from your topic.***
- ***Know your friending policy and be consistent with it.***
- ***Build people around your topic or area of knowledge.***
- ***When you are networking in Facebook, don't wait for others to come to you, be proactive.***
- ***Take time sculpting your Facebook profile.***
- ***Keep building your Facebook friendship base.***
- ***Join Facebook groups and actively participate.***
- ***Work on attracting people to your site by giving away solid hints, resources, etc.***

## **Don't:**

- ***Expect social media to do all the work "for you." It's "you" who work "it."***
- ***Post your web link when adding to another person's Wall (it's self-promotion and will annoy people).***
- ***Be overly impatient (social media takes time to bring an audience to you).***
- ***Adopt your business name as your Facebook profile name.***
- ***Post inappropriate photos or comments.***
- ***Start pushing yourself or your topic on others. Let them come to you.***
- ***Send or accept goofy or useless Facebook applications.***
- ***Friend people blindly (always let them know why you are asking for a connection).***

# **Twitter Do's and Don'ts**

## **Do:**

- ***Consistently try to attract people over to your core web site (by providing gobs of value they can use).***
- ***Always be on the lookout for genuinely useful content to share with followers.***
- ***Feel free to ask thoughtful questions—people will chime in and help you.***
- ***Treat your followers with a healthy dose of respect. There are lots of opinions on Twitter, and it's easy to offend people. When in doubt, tread lightly.***
- ***Respond promptly when people direct message you in Twitter.***
- ***Continually build a community of peers who offer insights and value to others.***
- ***Retweet other people posts if you feel it's helpful to your followers. Spread the goodness.***
- ***Use your tweets purposefully. Know what the value is with your tweets.***
- ***Share your successes (but be concise and don't toot your horn too much).***
- ***Become adept at telling a lot within a little space. Follow people you look up to and who provide value, even if they don't follow you back.***
- ***Try analytics, see how many people click on your tweeted links. Make adjustments based on that data.***

## **Don't:**

- ***Twitter when tired. Be sharp when you write.***
- ***Try to boost your follower numbers just for the sake of it. (It's the quality of your followers, not the quantity)***
- ***Try to force others to follow you on Twitter. You can only choose who you want to follow—not who will follow you.***
- ***Follow people without some consideration. Study who you want to follow.***
- ***Post links only to your web site or web sites. (Constant self-promotion is not highly regarded).***
- ***Tweet and drive!***
- ***Try to "work" Twitter to make a few bucks (like hawking others wares or services if you don't genuinely like them).***
- ***Tweet something you wouldn't want your grandmother to read. (Tweets are indexed by Google and can come up in people's search results).***
- ***Inquire why a person "un-followed" you. Respect their decision to do so.***

# **LinkedIn Do's and Don'ts**

## **Do:**

- **Create a well written and complete profile.**
- **Participate in LinkedIn answers. In addition to getting great answers, this is a wonderful way to nurture relationships.**
- **Join LinkedIn groups. It gives you extra privileges with group members that you would only have if the people were first-degree connections.**
- **Use advanced search. It can help you find important contacts you should add to your network.**
- **Create a backup of your contacts. Use the "Export Connections" function for this.**
- **Make sure your LinkedIn profile is well-formatted, error-free, and, above all, of interest to other people.**
- **Make sure to "sprinkle" your LinkedIn profile with industry keywords and phrases you want to be associated with. It will help potential clients or contacts find you.**

## **Don't:**

- **Let your profile get dusty. Keep adding and updating it regularly (at least every month). Posting questions to LinkedIn Answers can also help.**
- **Send mass invitations. When you invite someone, go into the invitation message and personalize it. Be sincere in why you want to connect with the person.**
- **Have a connection strategy/policy. As in, will you connect with only people you have met in person? Will you connect to your competitors?**
- **Don't be too casual or too stuffy in the tone of your interactions.**
- **Don't put anything except a headshot in the profile photo. Skip the shot of you and your cocker spaniel.**
- **Don't include only your recent jobs. Put in your complete work history. This gives you more ways to build connections with others.**
- **Don't hawk your wares or services outright. This is a place where you focus on relationships, not push out your sales pitch.**

# **YouTube Do's and Don'ts**

## **Do:**

- ***Personalize your channel. YouTube gives you a variety of ways to make your channel your own. Adding brand colors and adjusting your layout as well as auto playing an intro video when people arrive are all ways you can make your channel your own.***
- ***Target video content around helping others. Your best chance to make connections with others is to create videos that genuinely help solve people's problems. That's the magic bullet.***
- ***Demonstrate your expertise on camera. Here's your chance to show your stuff. Get your points across while showing yourself as an authority on the subject.***
- ***Add targeted keywords to the title and description. Since search engines can't scan videos for their content, you must add targeted words and phrases within the title and description fields.***
- ***Record clean audio and steady video. Your videos don't have to be Oscar worthy. However, the audio should be clear so people can get your point. Video should be steady and as carefully framed as possible.***
- ***Track analytics. YouTube has its own analytics component where you can see how your channel and videos are performing. Regularly review these statistics. If any videos are making a big impact, investigate and try to duplicate that success for other clips.***
- ***Keep it under three minutes. Long videos tend to underperform since people just lose patience after a while.***

## **Don't:**

- ***Let Delay starting due to not having any videos. You can start exploring and using YouTube without having videos to post right away. Get comfortable using its tools to comment on and share quality videos with others.***
- ***Post shaky video or unclear audio. Don't let it happen and rerecord if it does. Nothing should impede your goal of providing genuine value to your audience.***
- ***Create commercials. YouTube is not a place for traditional commercial videos. People want value and will quickly click away if they feel you have your selling hat on. The fact that you give away gobs of valuable insights and knowledge is the best way to convince people you have what they need. It's the soft touch approach that works best on YouTube.***
- ***Expect fast results. Like planting seeds, you add videos to YouTube and wait. After time has passed, and you continue to create and share content that your target audience needs, you will see people start to take notice and come to your web site. Don't expect results in weeks. It's the turtle and the hare story.***