



19 Pieces of Terrible Social Media Advice

1. You need to be on every single social network. If you have limited time and resources, do not spread yourself too thin by trying to maintain an active presence on every single social media site. Research and learn about the make-up of the audience that populates each social network so you can figure out where you should focus.

2. Focus on Facebook. Or LinkedIn...or Twitter... or social network XYZ. Yes, you should want to focus your social media marketing efforts but, at the same time, no single social media site is the Holy Grail. Experiment with a few sites, determine where your audience hangs out, and focus on the few that are the best fit for your company.

3. You don't need email. Social media did not make e-mail marketing extinct: it just added another integrated channel to make e-mail even stronger.

4. You can automate all of your updates.

Automating all your updates (and believe me, people can tell) screams, 'I don't care about actually being here. Just come and read my content'.

5. Your prospects are not using social media, so you don't need to be there. First of all, your prospects are using social media. According to research, 69 per cent of adults use social media. Do you think that none of your prospects are included in that majority?



6. Use a tool that auto-publishes your posts to all social networks at once You should consider that different social media sites favour different types and frequencies of content. For example, images do fantastically well on Facebook. And you can post much more frequently to Twitter than to Facebook or LinkedIn.

7. You can outsource your social media. Social media is a way for you to communicate with your audience, which means it not only needs to be your voice, but the content of the conversations you are having need to also be based on your expertise in the industry.



8. Don't get personal. Show the personality behind your brand and people in order to make your social media marketing more lovable so that people naturally want to connect and engage with you.

9. Don't respond to negative comments to protect your brand. By not responding to negative comments, a small comment can spiral out of control for lack of attention. Admit mistakes, when you need to, and share how you are going to address any issues. A simple response can actually turn an angry detractor into an appreciative promoter of your business.

10. Respond to every negative comment

Beware of negative comments that are simply meant to get a rise out of you. Beware of people simply trying to capitalize on your visibility by getting you to respond to their comment – or trolls who just want to cause trouble. Know when it is appropriate to step back instead of adding fuel to the fire.

11. If you make a mistake, you can delete the post to fix the problem. Think about what you say before you say it. And admit to any mistakes you make.

12. All you need is social media. Social media does not replace other marketing strategies. Rather, social media is another optional channel for your marketing efforts and works best in conjunction with other channels...

13. You cannot measure social media. When you approach social media, just as when you approach any channel or tactic, you should know what your goal is. Is it new leads? Is it to increase the reach of your content? Whatever your goal, measure the progress towards that goal.

14. Fan/follower growth is the most important metric. Instead, think about what matters most to your business, is it leads? Is it more customers? Focus on that as your top priority metric.

15. Engagement is the most important metric. Engagement is not only a non-paying metric, it is also a fuzzy metric that can be interpreted in many different ways. Yes, engagement is important as it relates to understanding what content resonates with your audience, or what attracts more people to your website. But like fan/follower count, engagement is just a piece in the puzzle that leads to an actual business metric such as revenue.

16. You should only publish messages about your company. Think how you can be valuable to people, don't be too narrow minded. Give people a good reason to follow and engage with you.



17. You should post X updates per day. Test the timing and frequency of your social media updates with your own audience, because that is what you should care about – the results with your specific audience.

18. Once you get your Facebook/Twitter/blog account set up, social media is super easy. You will never get results from social media marketing if you won't put in the time and effort needed to make it successful.

19. You cannot simply ask people to comment, follow or retweet you. It may seem too forward to come out and ask someone to take an action in social media, but it actually works.

