

Social Media Networking Dos & Don'ts

Social Media is so much more than just another marketing channel. While you can advertise in a social media environment, the true return on investment comes by creating a long term approach. Developing communities, creating content to be shared, and engaging directly with consumers. *With social media, relationships come first, business is second.*

Social media for business is about ROE (return on engagement). You connect with people and build opportunities through connections which would not have otherwise occurred. Once they get to know you, business deals will follow.

- DO: Define your goals, such as reaching potential customers, share knowledge, etc.**
DON'T: Expect to get instantaneous results. It takes time to build a reputation.
- DO: Learn about social media before you jump in. Invest time in learning about** each site, its community and what people find interesting.
DON'T: Begin posting without a strategic plan in place.
- DO: Post interesting and relevant content.**
DON'T: Have a self-promotion agenda, "stretch" the truth, or plagiarize.
Above all - do not send spam!
- DO: Share resources relevant to your audience.**
DON'T: Submit affiliate-based web sites (Splogs), pirated software sites, etc.
- DO: Remain positive and participate by responding and commenting appropriately.**
DON'T: Post negative comments. You can respectfully disagree.
- DO: Post content regularly.**
DON'T: Use the rapid-fire approach or disappear for long periods.
- DO: Remember it is "social" and keep it light and friendly.**
DON'T: Hold a grudge if someone stops being your friend, unfollows you or opts out. It may simply not be a good fit and therefore not beneficial.
- DO: Stay consistent with your avatar and bio across all platforms.**
This also helps with building your brand.
DON'T: Do not create confusion profiles with different visual identities.
- DO: Decide who your followers or fans should be and who you will follow.**
DON'T: Worry about the quantity of followers; think about the quality
- DO: Share content that you will never regret. (Think front page of USA Today).**
DON'T: Post personal info that needs to remain private.



Esther Foster established Foster Creative, Inc. in 1992. With more than 25 years of marketing experience, Esther specializes in creative services for marketing communications. Her areas of specialization include branding for web, print and social media and graphic design. She has worked as an account executive, art director and creative director with a variety of companies.

Her business, Foster Creative, provides creative services such as complete branding strategies and corporate identity programs, marketing and advertising collateral, trade show displays, and website design. She enjoys hosting workshops and speaking on traditional, online and social media marketing.

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