

First off – a little bit about me... I'm a husband, father of twin boys, podcaster, blogger, author and storyteller

I'm in no means a "social media expert." But I'm a big fan boy and I hope that if you're not already – you'll become one soon.

Now - let's find out who you are...

Who blogs?

Who used/uses MySpace?

Who uses YouTube? Twitter? Facebook? Google+?

Pinterest? Tumblr? Posterous? Flickr? Delicious?

Pinboard? Digg? Path?

Any networks I didn't mention?

Definitions:

Tag - A keyword used to categorize posts, bookmarks, articles, blog posts etc. online

Hashtag - A tag included in a message, consisting of a word within the message prefixed with a hash sign.

#pssdd #becomingsocial

@reply - or @mention - a way to flag another user on Twitter (also works now in Facebook, G+ and Pinterest)

RT - ReTweet A way of sharing a Tweet and giving credit to the original source "RT @dcccdd: Cedar Valley is closed due to power outage" "Cedar Vally is closed due to power outage (via @dcccdd)"

Circle - A way of organizing your contacts and connections on G+.

Ambient Intimacy - A theory that you become intimately aware of other users of social media over time, even thru mundane updates like "Eating Capt. Crunch for breakfast" or "I'm watching the Oscars with my brother"

RULE #1 SOCIAL MEDIA IS SOCIAL it's not a broadcast,
it's not a one way relationship

"Don't treat social media like a one night stand. Everyone in social-media marketing is acting like a 19-year-old dude. They're trying to close on the first transaction." - Gary Vaynerchuk

"Social media marketing is like going Beyonce on your customers. You've got to put a ring on it." Gary V.

RULE #2 SOCIAL MEDIA IS A TOOL not an end all – it's
not a silver bullet

Let's talk about some Do's and Don'ts

Experiment – What works one day/week/hour may not work next week or another hour. View social media (and life) as a continual experiment and it will be far more fun and far less stressful. If something works – GREAT! See how you can improve on it next time. If it doesn't work – no biggie. See how you can improve on it next time.

Remember your context – People respond differently on different networks and to different messages. 140 characters often works great on Twitter – but on Facebook or G+ it helps to give additional context. If you have a long message – use your blog and link back to the longer content. Remember that works great on Instagram, may not work so great on Pinterest. And what works on Facebook may fall flat on Twitter.

Go where the people are – Don't expect everyone to circle you on G+ just because you're there. And don't expect everyone to rush out and buy an iPhone just because you're on Instagram. Go where your audience is. That may mean having a presence on lots of networks – but go to them – don't expect them to come to you.

Build a collective of people and work as a team – Running your brand across every network out there will spread yourself thin. Pick members of your team who you trust that can help you oversee various networks. Even if they're overseeing two or three networks – it's far better than you managing 12. Get them to curate content specifically for their network and be sure they're monitoring the network(s) daily.

Mobilize your tribe – Encourage those outside your team/staff to create content for you and share their content and yours to their spheres of influence. Encourage them to share their story on their blogs, Facebook, YouTube, etc on how it relates to your product/service/message.

Realize the impact each message can have on someone – Words DO matter. “When we share a tweet, we may only have 30-seconds to reach someone who's hurting and needs a second chance. So each tweet needs to convey that type of message.” – Ashley Smith. Don't be flippant about what you're tweeting.

Share your story – People identify with stories. Movies, radio, books, sitting on the back porch and sharing

stories over a beer. People can relate to stories – share your story. Whether it's in bits and pieces or in longer form – continue to share your story.

Use a variety of mediums to share your story – We see this in the classroom and workplace and everywhere else. We all respond differently to different mediums. Don't get trapped in feeling bad because only 10 people read your 2000 word manifesto or 200 page curriculum guide. Break it into bite-sized nuggets and share them separately with links back to the main content. Or put them into short 3-minute videos.

Always strive to improve your audiences' condition – ALWAYS strive to improve your audiences condition. Ask yourself, will this improve my audiences' condition? Or is it just noise? If your content is compelling and improves their life – they'll share it.

Make your content easily shareable – Think “frictionless sharing.” Make your content easy to share. Don't build a firewall (or paywall) around your content and then wonder why no one's viewing it or sharing it. Make sharing as easy as possible.

Focus on quality and efficiency – If you're just standing on the corner shouting about how great you are – people will tune you out. But wow them once a week with something amazing – and you'll get their attention. Focus on making sure the pebble you're throwing makes it across the ocean vs a machine gun approach – just hoping you hit something.

LISTEN and SHOW GRACE – There's power in listening to your tribe and listening to your audience. Customer Service 101 – Listen. Show empathy. Acknowledge. Respond. Notify (let people know the issue so it can be fixed before others have problems). More and more people take to social media to vent – so be ready to listen.

BE HUMAN – People want authenticity – especially in social media. Be human. Strive for perfection but realize that typos happen. Mistakes happen. Be human about it. Last year Pete Delkus tweeted something – I don't even remember what it was about – but someone called him on it and he immediately deleted the tweet. Local folks jumped all over him about it. We all make mistakes and we can all forgive mistakes – but don't try to spin it or

DON'TS

Don't take it personally – People can become irate, upset and hurtful when they don't feel their expectations were met. Don't take it personally. Remember to LEARN.

Don't be defined by your success or failures – Don't get a big head because you have X number of people following you and your last update received 20 RTs. And don't get down because no one liked your last Facebook photo.

Don't automate! – While it's easy to link all your networks together – don't. There's nothing that bugs me more than seeing the exact same message on every network. I HATE seeing Tweets that are written on Facebook and thus go over the 140-character limit... so I'm forced to click and open Facebook just to read the full message. People want authenticity. How ironic is it that on “social media” we've simply automated the process?

Don't limit your content to your brand/message – Build relationships by sharing the great things others are doing – especially your audience. A while back I came up with an off-the-wall recipe involving Rotel. I wrote a blog post about it and shared it via Twitter and Rotel re-tweeted it

to their audience. Nothing like getting 1000 or more hits to your blog in one day to help build brand loyalty.

Don't broadcast and don't make it all about you!– Social media is 1st and foremost social. If you approach it from a traditional media/advertising mindset you'll fail. What relationship succeeds when it's one sided? You have to involve the audience and make it interactive. Try and keep a 90/10 ratio. 90% building relationship with your audience and 10% on promotion. Building relationship may mean sharing what your audience is doing, answering questions, giving feedback etc. – just like you'd do in real life.

We need curators - people who will comb through the noise

There's lots of content (60 minutes of video being uploaded to YouTube every minute) and we need folks who are able and willing to sift through the stuff and find what's valuable and worthwhile

Tips on how to approach individual networks:

Facebook – it's has become information overload – visuals and video get far more impact

Twitter – the shorter the better, hashtags are great as well (although they're being phased out by Twitter)

Google+ – Still fairly new. Audience is still learning what it is. Lots of unique niche's happening. DFW Media, Podcasters, Golf, Gardening, Etc. Etc. Update it at the pace of your audience, not necessarily as frequently as you might update Facebook or Twitter – avoid animated GIFs 😊

Pinterest – a wonderful homemade movement, create visuals that fit well alongside the other content. Got a handy trick you can offer that helps improve your audiences' life? Write a great how-to post and then combine a great visual for sharing on Pinterest.

Instagram – It's an entire creative community so you have an opportunity to be more edgy. Share artwork, creative photography. Etc. Some great brands on Instagram are ABC News and NPR.

Tumblr – A great place to share things found around the web – as well as keep your collection of visuals and other items that are easy to share

Your Blog – the meat of your message and your main content. You've gotta have a blog!

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