



8 Keys to Social Media Success and The 8 Biggest Mistakes to Avoid

Social Media is the newest and smartest way to market, but it can also be a disaster to you and your company if you don't follow simple etiquette?

Do you know the current social media etiquette for Facebook? If you want to be successful with your Social Media, take some time to learn the etiquette of the social media you are going to use, before you jump in and make some irreparable mistakes. What you don't know can hurt your on-line social and business connections, especially on Facebook. Social media can be a great place to make friends and strategic connections. The goal is to gain friends and connections, the last thing you want on Facebook is for people to "Un-Friend" or "Hide" you and your posts.

Just like any other large social gathering, Facebook users have varying views of what is socially acceptable or unacceptable behavior. Degrees of acceptable and unacceptable will be determined somewhat by why you are on Facebook and the people you are connecting with on your pages.

8 Keys to Social Media Success

1. **Be friendly!** When you read a post - click on the "Like" button and/or make a comment, when appropriate. This lets people know that you are reading what they post, plus you get more visibility, especially if you interact as your business page.
2. **Be respectful of others with different views.** (Sometimes silence speaks louder than words)
3. **Keep posts brief.** If you want to go into more detail on a subject write a blog and post a link to it.
4. **Use the Facebook "messages" feature for private messages or for messages intended for just ONE person.** (The message feature is great for sending private contact information or a lunch invitation to a friend.)
5. **Use a current photo of yourself** for your personal page that is resized to fit the space (be sure to adjust the thumbnail view).
6. **Use a professional profile picture** or your business logo for your business page.
7. **Share other people's events and promote their pages to your friends.**
8. **Post and share meaningful content, make positive and encouraging comments on other people's posts.**



8 Biggest Mistakes to Avoid

1. **Engaging in a heated argument** with someone using the public comments feature. This also includes: **Posting insensitive, rude, or offensive remarks on someone's post.**
2. **Using "Bad" Profile Pictures or frequently changing your profile picture:** avoid profile pictures that are dark, a group photo, or really old photos of you (especially bad for your business page). Also avoid photos of pets, flowers, and cartoon characters, these do not represent YOU.
3. **Posting gossip or negative comments** about a boss/customer/friend. The chances of them finding out are almost guaranteed.
4. **Posting personal contact/location information:** home addresses and phone numbers, or vacation plans in the status or comments area for anyone to view. Do post your business contact information!
5. **SPAM** - Posting your business website or page link on someone else's personal or business page; **unless** you have their permission first.
6. **Posting under the influence:** What you post on Social Media **NEVER** goes away, even if you delete it. A good guideline for what not to post: If you don't want your mother, boss, clients, or spouse (or the authorities) to know about it, don't post it!
7. **Announcing that you are "unfriending" someone.** Just do it! You don't have to explain "why".
8. **Business contact information missing, incorrect, or hard to find.**

A Few General Comments:

- Facebook is always changing, so be sure to friend a few Social Media leaders to keep informed.
- Facebook can close down accounts when people do not follow the terms of use and especially for posting inappropriate things.
- If you have a Facebook page and never go to it you will lose opportunities to connect. (It is like not answering your business phone or not responding to your business emails.)
- Facebook is like a large global newspaper – not everything you read is true and what you say does have an impact on others. Use www.snopes.com to be sure anything you re-share is true, or not...

These are just a few general guidelines and like any other social setting can depend on the viewpoint of the person you are interacting with. The best guideline is to remember that what you post on Facebook, or other Social Media sites, can have a positive or negative impact on you, your business, and others.

**Looking for solutions to your Social Media needs?
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