

# *THE TOP 5 SOCIAL MEDIA MISTAKES TO AVOID*



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# Mistake #1

## IGNORING OTHER PLATFORMS

Sure, you may think Facebook is where it's at, and Twitter is just silly. But your customers, your audience, your potential contacts...they may feel just the opposite.

How **you** feel about a popular social media tool is...well, it's irrelevant. People engage with social media through the platform that **suits them the best**.

Younger people who grew up with **chat rooms** and texting gravitate to **Twitter**. It allows them to send out a chat message, network wide.

The fastest growing demographic on **Facebook** is women between 40 and 60 years old. They don't have to know anyone's email address, just their name, and they can contact **everyone they've ever known**.

Facebook is **blocked** by some corporate servers, so people can't engage with that platform while they are at work...but they have access to **LinkedIn**.

And how about those Portuguese businessmen you met at that conference? They are all over **Orkut**, because that's where their friends are...and if you're not? **You're not their friend**.

**Don't use the platform you like. Use the platforms your audience likes.**

# Mistake #2

## MEGAPHONE (SPEAK WITHOUT LISTENING)

Your new press release is out? Great! Let me ignore these funny cat videos and direct messages from my actual friends so I can read your PR speak!

Social media is undeniably useful for self-promotion. But you have to be sensitive to the tool.

It is not "public media." It is "social media."

If you are treating your audience (your fans, followers, friends, etc) as "the public," and grandstanding about how your new mission statement allows you to proactively identify and cross pollinate market sectors...that makes you no friends at a cocktail party. It won't make you any friends here, either.

Use the **Cocktail Party Rule**: If it's a faux-pas in real life, it's embarrassing here, too. You just can't see the expressions of your friends.

# Mistake #3

## DONT RESPOND TO MENTIONS

*"Twitter is not for speaking. Twitter is for listening." - Gary Vaynerchuk, author of *The Thank you Economy*.*

If someone sends you an @ reply - you know, sends out a tweet with your username in it, and Twitter sends you a direct notification - you respond **immediately**, right?

Because that is the speed of this tool. Immediate.

Southwest Air and Marriott are very active on their profiles, and reply immediately to any mention. How fast is your brand?

When someone writes on your Facebook page, you should **thank them** by commenting on their post. This gives them a reward for taking the time to talk to you - you say something back to them. (Using the **cocktail party analogy** - would you ignore someone that said something nice to you in passing?)

There is even a plugin for Wordpress blogs called **CommentLuv**. When someone leaves a comment on your blog, their comment also shows a link to the most recent post on THEIR blog. Since many bloggers have a promotion strategy that includes strategically commenting on other people's blogs, this incentivizes them to come back and participate on your website.

How do you incentivize your audience to engage with you?

# Mistake #4

## IGNORE NEGATIVE COMMENTS

Okay, let's run this Cocktail Party metaphor into the ground.

If you were by the chips, and someone at the punch bowl said that your life's work was a **bunch of garbage**, would you meekly go to the other side of the party? Or would you address them **directly**?

Some of you may slink away, but social media is a space where **confrontation does not have to mean conflict**. You are being given a golden opportunity when someone calls you out in public, because you can make it better **WHERE EVERYONE CAN SEE IT**.

When somebody complains, the tiny investment of thought, energy and resources channeled into making ONE customer happy has a **ripple effect**.

You can chant about customer service to the ubiquitous "public" all day long, but what would you give to find those who disliked your brand the most, and **ONLY** focus your marketing efforts on **turning them around**?

Social media enables you to do that.

# Mistake #5

## INFREQUENT UPDATES

There is an undeniable time bias on the internet. Web surfers like what is **new**. If your blog can only be updated three times a year, **removing the timestamps** keeps new visitors from thinking they are looking at outdated old content.

Social media **does not** have this ability; it is new, or it is seen as passe.

Managing and monitoring your social media **takes time**. If you can't do it yourself, hire someone who can. At **Pura Vida MultiMedia**, we **manage** social media profiles by scheduling regular, relevant updates, and interacting with the three Fs (fans, followers, and friends) through **contests, promotions, and surveys**.

( You can check out our packages here )



If you want to find some time saving strategies to keep your social media profiles populated, check out our blog posts:

- [How to Post Regularly on Social Media](#)
- [Making a Blogging Calendar](#)
- [Scheduling Future Posts with Wordpress](#)

And please, **follow us around!** Here are our links.

