

Social Media

Are you making these common mistakes?

- ⊗ Tweet what you are literally doing. {Sitting in a car, typing a report}
- ⊗ Creating one Facebook profile for your business and personal life.
- ⊗ Spending hours a day updating all your profiles.
- ⊗ Constantly advertising your business
- ⊗ Just talking. {people often just chat as though they were using an instant messenger system}

Tips on using social media correctly:

- ✓ Social media is all about relationship building.
- ✓ YOU should be the voice of your business – not someone you hired.
- ✓ Use the programs available to link your accounts: pull your blog into your Facebook and Twitter account, link accounts together.
- ✓ Add value to the conversations.
- ✓ Schedule tweets ahead of time, especially if you know you won't be sitting in front of your computer.

Brainstorm:

What message do you want to get across to your audience?

What can you offer to your audience to add value to the social media stream?

In what area(s) do you want to be an expert?

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