Top 10 Tips *for you*

To Move Forward With Your Social Media This Year



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It's a new year and, if you're like me, by now many of your new year resolutions have fallen by the wayside. Perhaps you've had an extra slice of cake, a drink or even a cigarette. That super-tidy desk probably isn't tidy any more and you might well be thinking that you've missed your chance for a fresh start this year.

Well, think again, here are 10 top tips that you can use to spring-clean your social media presence and feel good about 2014 again.

I guess that there's nothing in the list that you don't already know...but much of it will be stuff that you've stopped doing (or thinking about).

1 Regularity

For success, social media needs to become an integral part of your daily routine. But "I don't have time" is what people usually say, but they always find time to go to a speculative opportunity, a "chamber of commerce" gathering or a trade delegation, which seldom delivers any tangible benefit. You MUST FIND TIME. Your connections, prospects and customers will need to see you regularly to remember who you are. Regularly is NOT 20 posts every hour, but is is a minimum of one post every day and several comments on others' posts from within your network.

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2 Fill it out

When I work with companies I am amazed at how many people say "oh yes I'm a constant LinkedIn user" or something like that and on investigation not only do they rarely post anything, they haven't even completed their profile. You absolutely MUST fill out everything that you possibly can on every single network...even if it doesn't seem relevant at the time. It's very difficult to predict what problem you might be the solution in to, so fill our everything as it gives the searcher the maximum number of chances to find and connect with you.

Keywords 3

We all think about keywords for our SEO, but very few of us think about keywords for our social profiles. Everyone is #1 in Google (and LinkedIn) if they search for their name and what they do...but nobody is looking for that are they? What I need to be at (or near) the top for is "Social Media Marketing" or "Digital Marketing" or "Social Media ROI" not "Adam Gray Social Media"...because by the time someone is searching for that they already know who I am. So, like with SEO, you need to make sure that you know what you want to be found for and pepper your text with those terms.

4 Google+

It is the best network, you know it, I know it...but for whatever reason we haven't really got behind it still. Well, make 2014 the year when you do. It is an elegant and stylish platform and very few people seem to be using it really well...which must be an opportunity for us all. There are lots of those "social management tools" such as SproutSocial & Hootsuite offer G+ integration, so there really is no excuse.

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5 Measure

Let's assume that you're not a social media newbie, let's assume that you're a regular user and have a reasonable number of engaged followers/connections. How are you monitoring your performance? 1000 followers doesn't mean 1000 listeners necessarily. Perhaps nobody is listening to what you say! How are you measuring this...how are you improving the situation? Most social management tools have a degree of reporting functionality built in. Use it. Even if the most basic reporting only shows that you had 12,000 impressions last month and only 11,000 this month, common sense tells you that this is bad. Identifying why this has happened and changing it is crucial.

Tone of voice 6

It's very easy to sound a bit pompous when we try to sound professional. Forget writing lovely prose and think instead about being friendly. Use of social media enables you to have the intimacy of a dinner or coffee with a person without having to travel to them to do it. So don't write your updates as if they were a newsletter...you have newsletters for that!

7 Read and comment on others' updates

If you're not going to listen to me...why should I listen to you? There's nothing more attractive in business (and in life) than being with someone who seems interested in you rather than themselves. Make sure on your social platforms you spend more time commenting on what other people do rather than talking about yourself.

8 Be generous

When you read something good, thank the person who writes it. When you get mentioned by someone, likewise, thank them. You don't need to be sycophantic, but you do need to be courteous. If people think you are charming, friendly and kind they're much more likely to want to help you than if you aren't. That's just human nature.

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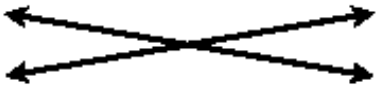
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9 Be nice

Never, NEVER say something nasty about another person (or company) online. It doesn't matter if you THINK you are justified. It doesn't matter of you ARE justified. What matters is that these comments have a nasty habit of being taken out of context and they will often come back to haunt you ages later. Better to be safe than sorry. DON"T say it.

10 Important

But without a count, the best advice I can give is "do points 1-9". I know that it seems a bit trite to say that, but these are golden rules (not the only ones, but golden nonetheless) and if you don't do all of them, you're wasting a great opportunity.



I don't think for a moment that you will be able to devote all of your time to using social media in your business...because you still have a job to do. However, pound for pound social media will give you a greater return on your efforts than any other business development function.

