

# 7 Deadly Sins of Social Media

## 1. Deafness

Actively listening to what's being said about your brand is at the core of social media.

## 2. Slowness

Social media is a NOW environment, not a "we're working on the December issue in July" industry.

If it takes you too long to react, the opportunity can vanish.

## 3. Caution

Companies have to empower their agencies to facilitate social media conversations. Agencies have to empower their employees to handle social media on behalf of clients.

If you're afraid, you're not in the game.

## 4. Phoniness

Social media users – especially social network members – are cagey. They can smell b.s. three clicks away.

Resist the temptation to create your own reviews and other falsehoods. It doesn't work.

## 5. Greed

The whole point of social media is for people to let other people know what's good and righteous.

If you refuse to link to other sites or don't create and distribute good content, etc. you are not being a good social media citizen – and it will get noticed.

## 6. Inflexibility

Think of social media as its own world with its own rules.

Don't try to "social media-ize" your existing marketing and message. It doesn't work.

## 7. Seriousness

Much of the social media's appeal is based on humor and satire.

If you or your company can't handle getting made fun of on occasion, you may want to rethink your social media plans.



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