



SOCIAL MEDIA TIPS

DO's:

- **IDENTIFY** which social media channels play host to your target audiences
- **LISTEN** to the conversations and learn the style before jumping in
- **ADMIT** to mistakes and take corrective action quickly – be human
- **ENGAGE** with your audiences by adding value and providing your own insights
- **ENTERTAIN** by being fun and visual
- **BE** transparent and authentic... be human
- **RESPOND** to reviews to show you are listening and care about customer service
- **PROVIDE** value to audience, resist "selling"
- **LINK** to other sources – links are the currency of social media
- **LEAVE** a legacy
- **CAPTURE** insights and use them to build a better understanding of your market
- **REMEMBER** the world is listening so be courteous and transparent

DON'T:

- **POST** false reviews of your business or your competitors
- **ENGAGE** in arguments with unhappy customers
- **SPAM** people for hits or followers
- **PUBLISH** content unless you're happy to engage with it and see it printed elsewhere
- **IGNORE** the medium

Your Message should be about creating conversations, not announcements.

Tips are provided by [Denmark Digital](#) — should you have additional questions, feel free to contact [Brent David](#) at b.david@denmarktheagency.com

The following are some free tips that were provided during the Cbeyond/Cisco "Power of Social Media for Small Business" seminar.

Search by your company name on www.boardtracker.com to see what people are saying about you in discussion forums.

For loads of tips and free ways to monitor your reputation online visit [Marketing Pilgrim's Guide to Social Media](#) monitoring tools at www.marketingpilgrim.com

You can learn more about how to use these keywords at www.Copyblogger.com

Identify your keywords and key phrases using Google's keyword generator at www.adwords.google.com

For a categorized list of social media sites visit: <http://traffikd.com/social-media-websites>

Services like **Google Reader** will help you keep track of your favorite blogs and websites. Setting up a **Netvibes page** can make it easier to keep track of what people are saying about your company or business issues.

[Start a Twitter Account](#)

[Create a Wiki](#)

[Create a Facebook Fan Page](#)

[Broadcast Yourself! – Seismic](#)

By setting up **Google Alerts** and **TweetBeep**, you can track where your business or products are being discussed and viewed.