

DM me - No...Facebook me...actually just Tweet Me



So if you read this and haven't embraced the online community that takes up a 'minor' 96% of the 30 year old generation, then the title of this article would seem like some foreign language that our young generation just use. But did you know that it is not only the young generation with now 55 -65 year old women being the highest demographic of people connecting to the world of social media.... all of a sudden organisations are realizing this is not a passing fad but a substantial shift in the way we communicate.

Are you going to miss it?

There is a wave of panic with organisations that have been smart enough to catch on to this new phenomenon of social media. The question faced by a lot of them is "How do we ensure we maximize this opportunity?"

1. **Define your objective** – figure out what your "social" angle is going to be through social media. It could be the most boring product/service in the world, but you can ALWAYS make it FUN and SOCIAL so that it will attract your future clients. Find the social in your business and market that.
2. **Round em up!** – Get yourself with the right type of social media, the big four are your best option with the highest numbers on there. They are Facebook, Twitter, Youtube and LinkedIn.
3. **Get on board!** – Facebook wasn't built in a day...or was that Rome? Take your time thinking about what you will name your page (be strategic). Sometimes we don't even call our client pages their business name but rather their target market. Then go forth and build your pages - all with interesting content that will make them want to 'like' (follow) your page and position yourself to be an expert in your field
4. **Listen first** – Never sell your business as a priority through social media - it is the other way around – you need to build a relationship and trust with them first – it challenges all forms of traditional marketing – but it works. Why do you think they called it "Social" media?



It's like moving into a new neighbourhood for the first time – you need to go to EVERY door with some cooked muffins and say “La La La How are you? What do you do? Tell me about YOU”. Then you build that relationship and naturally they want to know what you do. The ROI in social media will exist beyond 5 years if you keep building the relationships simply because once you have made great friends with your neighbour they will always talk about you to their friends, and refer you. The power in social media is the referrals.

5. **Consistency ‘everyone likes consistency’** – Your messages need to be out there everyday. Averaging about 2 posts on facebook a day, about 6 on twitter not including your conversations between people, 1 post update on linkedin, 3 discussion topics on the groups that you follow and regularly checking out what your favourites are on youtube.
6. **Quality not Quantity** – Ensure you are not comparing your pages against others with the numbers, you want to make sure you have good interaction on your page – quality followers that are genuinely interested in your content. Rounding up a bunch of followers can be easily done – but don't be fooled. It doesn't always mean bigger is better. Build your page with the goal of getting consistent interaction.
7. **Invest your time** – The largest reason why organisations are missing the boat (or customers) with social media is because of the investment of their time. On average you need to invest at least 1.5 hours a day to maintain a healthy social media presence and keep up the relationships. You are forgotten pretty quickly in the fast pace world of social media if you aren't on there regularly. This is the biggest reason why some of our clients come to us, we provide them with a social media personal assistant that does it all for them and they can save 1.5hrs a day and use that time to build their business... or do lunch...

If you are happy to invest 26% of your working week on social media to build your presence then make sure you have a good plan, a strong understanding of the social media world and regular social media campaigns with measurement tools of success and a social media coach. If you want to be rather fancy and outsource this work then feel free to contact us on www.facebook.com/socialitemediafb or www.socialitemedia.com.au or email us info@socialitemedia.com.au (the new snail mail).

