

The Do's and Don'ts of SOCIAL MEDIA for BUSINESS



DO'S

Have a **PLAN** before you start.



Create **Measurable GOALS**



Be **Consistent**

- Keep your message on target and stick to your brand.

Be a good social citizen



- Stick with business messages only.



Give **GREAT CONTENT**

that your network will share.



Build a Strong Network



Be **Engaging**

Communicate regularly with your network.



Be A Good Listener

Hear what your network is telling you.



www.TheSteelMethod.com

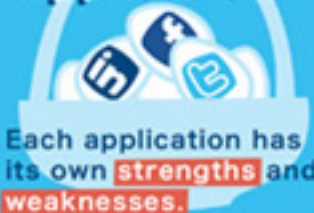
DON'TS

Build your network too quickly



Besides diluting your network, you could be banned from the site.

Rely on one application



Each application has its own **strengths** and **weaknesses**.

Be **PUSHY**

People will not respond well . . . remember, everyone connected to you can see what you write.



Spam social sites



Forget to thank people

When people promote you to their network be overly polite.



Try and sell people

Allow your network to discover what you do.

SALE!

Use generic marketing techniques

Make it personal.



One size does not fit all.