

Social Media: Your Work and You

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Overview

- Digital tattoos
- Historical Perspective
- Pick a medium
- Hubspot <blog.hubspot.com/>
- 30 Terrible Suggestions
- In Closing

Digital Tattoos

- Juan Enriquez: Your online life, permanent as a tattoo
<http://www.ted.com/talks/juan_enriquez_how_to_think_about_digital_tattoos.html>
- Google Glass



Diffusion of Innovations

- A century of research
- Everett Rogers' Diffusion of Innovations
- Short- versus long-term predictions
- 30 year rule
- Bandwagon and leapfrog effects

Happy Birthday?

- WWW
- Internet
- Social Media
- Electronic Mail (e-mail)



Pick a Social Medium



HubSpot

- Inbound marketing software
- Inbound marketing blog
- 30 Terrible Pieces of Social Media Advice to Ignore
<<http://blog.hubspot.com/blog/tabid/6307/bid/34180/30-Terrible-Pieces-of-Social-Media-Advice-You-Should-Ignore.aspx>>

Terrible Advice 1-6

- Be on every social media network
- Focus on Facebook, or Twitter, or LinkedIn, or social network XYZ
- You don't need email
- Social media is the new Search Engine Optimisation (SEO)
- You can automate all your updates
- Send an auto direct message (DM) to all your new followers

Terrible Advice 7-12

- Include popular hashtags in your tweets to get more exposure
- Your prospects aren't using social media, so you don't need to be there
- The more you publish, and the more sites you're on, the better
- Use a tool that auto-publishes your posts to all social networks at once ... to save time
- You can outsource your social media
- An intern can manage it all for you

Terrible Advice 13-18

- Don't get personal
- Don't let your employees use social media
- Don't respond to negative comments to protect your brand
- Respond to every negative comment
- Disable comments altogether to avoid negative comments ... or delete negative comment
- If you make a mistake, you can delete the post to fix the problem

Terrible Advice 19-24

- You need to have a social media policy
- Social media is completely free
- All you need is social media
- You can't measure social media
- Fan/follower growth is the most important metric
- Engagement is the most important metric

Terrible Advice 25-30

- You should only publish messages about your company
- You should post X updates per day
- Once you get your Facebook/Twitter/Blog account set up, social media is super easy!
- You don't need a strategy for social media
- You should have separate social media accounts for every division of your company
- You can't simply ask people to comment, follow, or retweet you

Social Media Conclusions

- No panacea, rather an IMC component
- Adoption versus implementation
 - Commitment
 - Avoid bandwagon effects
 - Consider leapfrog effects
- Personal
- Strategic focus and measure
- No magic formula
- Transparency and tattoos

In Closing

- Social media, and their role, will evolve
- Stay tuned
- Thank-you
- Questions and Comments?