

# 10 tips for great social networking

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01

## BE YOURSELF

Social networking moves conversation online. The same skills you use to network at a business function or charity dinner, for example, are the same skills you use on social media.

02

## EXPLORE YOUR OPTIONS

There is no one "right" social network to be on for business purposes. The "right" one is the one you feel comfortable using. Explore your options.

03

## CHOOSE TWO SOCIAL NETWORKS

Choose at least two social networking sites to get started. Two feel manageable to most people and give you some basis for comparison

04

## BOOST BRAND RECOGNITION

Use the same name and profile photo across all of your social media platforms to boost brand recognition.

05

## SOLVE THEIR PROBLEMS

Create an engaging profile page that tells people who you are—but more importantly, what you will do to help them with their problems. Visitors wish to know not what you do, but what you do for them.

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06

## **INTERACT**

Engage in the social networks of your choice. Like the slogan, "you've got to be in it to win it" – participation is essential..

07

## **THINK BEFORE YOU POST**

Think about what you want to say before you say it. Once posted, even if you erase something from a site it might still be out in cyberspace.

08

## **EVERYTHING IS BRAND**

know your brand and create posts that reflect your personal or business brand. Warm, funny, smart, businesslike...be consistent.

09

## **IT'S NOT ABOUT NUMBERS**

It's not about having lots of followers. It's about interacting with the right followers, the people who are most attracted to who you are and what you do. Focus on their needs, not big impressive number of followers.

10

## **BE A FRIEND TO MAKE FRIENDS**

Social media is about sharing and engagement. Share, interact, comment. Instead of 80% sharing and 20% marketing, make it 95% sharing and 5% marketing. Be a friend to make a friend.