

REDSTONE

MEDIA STRATEGY | INTERACTIVE | RESPONSE MARKETING

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Top 5 Social Media Mistakes

Social media is moving from a nice to have marketing tool to an essential component of performance in today's marketplace. If you are considering dipping your toe into the social media pond, it's important to avoid these five common social media mistakes.

1. **Believing that you don't need a social media presence.** Whether you know it or not you already have a social media presence. Consumers, employees and their connections are already tweeting, writing blog posts, creating Facebook pages and groups about their experiences with you and your business, company or organization. The choice isn't whether or not to be involved; it is deciding which social media approach is right for you.
2. **Spreading yourself too thin.** One way to manage what seems like a very big undertaking is to select social media vehicles that make sense for your organization with elements that you can manage. Pick one or two social media elements and execute them well. A well executed online strategy that aligns with your marketing plan will positively serve as an extension of your brand.
3. **Deleting negative content.** Your first instinct might be to immediately remove negative posts. Deleting questionable material sends a message to readers that their feedback is insignificant and that can cause a bigger negative public relations firestorm. Instead, use the opportunity to respond, foster debate and create thought-provoking dialogue that will keep your viewers engaged and coming back for more.
4. **Thinking social media is the magic bullet.** Getting a return on investment isn't as simple as "if you build it they will come." Social media is a very effective marketing layer especially when it is used as part of a collective, integrated marketing mix. Like any marketing tool, social media is most successful with proper education, training and when used with the right mix of marketing vehicles, can help your company excel to the next level.
5. **One-way dialogue.** Social media is a unique platform to have raw conversations between you, your company, your customers, your employees, your prospects, etc. But, all social media must be – social. Two-way audience engagement can assist in proactively shaping and influencing the users' brand experience while making the user feel included, giving them a sense of ownership and ultimately securing brand loyalty.