

If Social Media is a Game, These are the Rules

Rule 1

Social Media is Relational, Not Transactional

“Consumers need only click a button to disengage and, *poof*, an individual or organization becomes vapor in their social media stream.”

Rule 2

Begin with the End

“The trust you build with your social media network transfers to trust in you, your product, or your service.”

Rule 3

Content is King - Create Added Value and Actionable Content

“Create actionable content that allows your social media network to evangelize your message with ease.”

Rule 4

Focus on Engagement, Not on Numbers

“A single engaged user is worth more than a thousand disengaged users. Their engagement will magnify your platform to all of their followers.”

Rule 5

Updates Should be Consistent and Frequent

“Managing social media is not a job relegated to weekdays between the hours of 8 and 5”

Rule 6

Perfect Your Profile

“The user profile is the most viewed portion of a social media account and is, too often, the most neglected.”

Rule 7

Find a Social Media Evangelist

“A social media evangelist is the keeper of the keys & the protector of your network.”

Rule 8

A Social Media Platform Must be Manifested

“Clients & followers cannot evangelize if you don't provide them with the tools to do so.”

Rule 9

Create a Toolbox for Execution and Measurement

“Tools that measure how well you're engaging are critical.”

Rule 10

Your e-commerce Must be Familiar and Convenient

“If you only offer your product or service on your website, you will miss out on revenue.”