

25 Top Tips for Social Media Success

Part 2

A two-part toolbox of expert tips, tactics and nuggets of wisdom for winning social media followers and keeping them engaged



With Advice From:



Stratten



Singer



Jarboe



Schaffer



Brody

25 Top Tips for Social Media Success - Part Two

A two-part toolbox of expert tips, tactics and nuggets of wisdom for winning social media followers and keeping them engaged.

Congratulations on winning your social media followers.

The bad news is that they're losing interest already.

Quick – keep them engaged! And win more!

Easier said than done? Yep – but this will make it easier. We've compiled 25 tips from five bona fide social media stars that'll give a new spring to your step and a new shine to your tactics.

Here's your second installment of how to win, connect with and keep more followers and fans than you thought possible.

With Advice From:



Scott Stratten Engagement

President of Un-Marketing, author of *UnMarketing: Stop Marketing. Start Engaging*



Adam Singer Facebook

Social Media Practice Director at LEWIS PR, creator of *The Future Buzz* blog



Greg Jarboe YouTube

President and co-founder of SEO-PR, author of *YouTube and Video Marketing: An Hour a Day*



Neal Schaffer Twitter

President of Windmills Marketing, author of *Windmill Networking: Maximizing LinkedIn* and the forthcoming *Windmill Networking: Maximizing Twitter*



David Brody Branding & Voice

Brand sensei and conceptual catalyst, North Social, formerly VP of Marketing at Virgin

Be More Interesting

BRODY

Shut up and listen. I know it's tempting: you have a blank form field sitting in front of you, begging you to Tweet or post one-way dialogue all day long. But social media success is predicated on having an engaging two-way conversation. And no—'two-way' is not hearing your own voice echo off the walls of your conference room. Quit pounding your chest non-stop and let your consumer participate or, like an overly-talkative blind date, you may find your brand hanging out all by its lonesome at the end of the night. You'll be pleasantly surprised by how many good ideas exist outside the walls of your building. Your consumer is much smarter than you give them credit for being.

STRATTEN

Treat social media like a networking event. Nobody listens to the person who walks in and starts selling. Nobody likes the person that talks about themselves all the time. It's the same on social media. It's not a broadcast and it's not a pitch—it's just not that way.

JARBOE

Don't obsess over brevity. Rather than focus on making your YouTube video two to three minutes long—just because once upon a time all the successful videos were short—focus on making it compelling. Then, stop the video when it stops being compelling. I've seen compelling videos that are much longer than two to three minutes. In fact, YouTube just expanded their length limit from ten minutes to 15 minutes. If you're telling your story with a compelling how-to video that takes 14 minutes and 30 seconds, so be it.

STRATTEN

When blogging, avoid 'frequency futility'. Don't post out of obligation—post when you've got great content. One of the biggest mistakes I see, especially on corporate blogs, is people blogging because they have to blog once a week or twice a week. It hurts your blog. People don't spread content because it's Thursday; people spread content because it's awesome. Nobody ever read a blog post and said, "this post is boring but the title is keyword-rich, so I'll spread it." It doesn't happen that way.



SINGER SOCIAL SKILL

Let your team members be themselves. Be interesting and have personality with everything you say. The best way to go about it is to let your team members be themselves, because your team members are your brand. That's especially true in service-oriented businesses where your team's personalities are what sells you in the real world.

Do the same online. Get a trusted team, have them understand what the brand's strategy and objectives are, and let them communicate that through their own lens.

Be More Forward-Thinking

SCHAFFER

Bring the whole company to the table. You need to make social media a corporate-wide initiative. In a lot of companies, the PR team takes over social media, then the marketing team wants it back and it becomes this internal political battle. And the executives don't really understand it. Social media is for everyone, by everyone. You need to figure out how to strategically leverage it throughout the entire company. Don't let it rest in one division. Bring everyone to the table and at least ask each organization within your company what they want to do with it, so the company has an enterprise-wide strategy.

SINGER

Understand why you're participating before you start. What do you want to get from your audience, and what are your larger marketing goals? Every approach has its benefits; you need to identify the one that will produce long-term results. If your objective is to get more sales leads, for example, you might direct readers to free, premium content like whitepapers and research: content that you then gate in order to get people's email addresses.

Be Smarter

SINGER

Use Facebook as an RSS feed. The New York Times uses its Facebook page as an interactive RSS feed for more than a million fans. It's a great low-touch approach, especially if you don't want people spending too much time on your Facebook wall; what benefits the New York Times, for example, is when fans follow the links to nytimes.com. RSS adoption peaked at around 11 percent of the Web. Facebook's adoption is already higher than that, and it allows people to opt into your content easily.

JARBOE

Measure, measure, measure. YouTube comes with YouTube Insight analytics, which doesn't only tell you how many views you got, but also what parts of the world they came from, or what percentage of people actually engaged with your video. Or you can look at the Hot Spot feature, which looks at bounce and rewinds, and see that you might have had your viewers for the first two minutes and lost them at minute three. Use all of this feedback when you're fine-tuning your campaign.

SCHAFFER

Get a branded shortened URL. If you look at the tweets I've been doing, mine is at wind.mn. It's actually a domain in Mongolia which is also popular in the state of Minnesota. And it brands every tweet I send out. Compared to a bit.ly or an ow.ly or a tinyurl, it stands the chance of getting a little more brand recognition out there. It's not rocket science to figure out how to buy a domain and send out tweets that have that link, and it doesn't cost a lot of money to do. But to the average consumer, it looks like an amazing, extremely branded thing.

SINGER

Integrate Facebook with everything you do online. Make sure you integrate Facebook with other digital initiatives like email and your blog, because people like to subscribe or show their affinity in different ways. Add a clear Facebook link on your homepage, and as part of your website template, and put a Facebook Connect box on your blog. It's a great way to prompt natural endorsements from your fans, and it's the simplest way to ensure visitors can connect with you socially via Facebook.

And *Don't* Be Timid



BRODY SOCIAL SKILL

Have no fear. Social media moves at a breakneck speed we're just not accustomed to. It's like trying to watch your favorite TV show while holding down the fast-forward button on your DVR.

It can be incredibly distracting and overwhelming, but above all, it can be unbelievably intimidating. Just read Mashable or TechCrunch for a day: it'll make you feel slow, old, and dumb, like you have no "game" or plan.

Quit beating yourself up and get out there and try. It's the only way you're going to learn. You'll probably fail once or twice. That's okay. It's like asking a girl to dance and she gives you a shake instead of a nod. What do you do? You keep putting yourself out there. Get over the fear of failure and seize the social media explosion as an opportunity to grow. Those who try will be the ones that will go on to achieve great things.

Missed Part 1?

In the first part of our series, our experts discussed how to be more credible, more popular, and how to get found more. Download it free at www.vocus.com/wp

About Our Experts

Scott Stratten

Scott Stratten is the President of Un-Marketing. Formerly a national sales training manager and a professor at the Sheridan College School of Business, he has been running his "UnAgency" for eight years, during which time it has become the place companies like PepsiCo, Red Cross and Fidelity Investments go when they need help guiding their way through the social media and relationship marketing landscape. He now has over 76,000 Twitter followers and his book *UnMarketing: Stop Marketing. Start Engaging* became a national best-seller before it was released.

Follow Scott at www.unmarketing.com and www.twitter.com/unmarketing

Adam Singer

Adam Singer is Social Media Practice Director for LEWIS PR, a marketing industry speaker and blogger. He provides online marketing and social media PR strategy for top B2B and B2C brands in industries including marketing, health-care tech, consumer tech, manufacturing and web startups. Singer and his campaigns have been cited by outlets including PRWeek, Entrepreneur Magazine, Techdirt and Mashable for creative use of digital marketing and PR. He speaks at some of the world's largest industry events and blogs at *The Future Buzz*, his award winning blog which 50,000 readers visit every month.

Follow Adam at www.thefuturebuzz.com and www.twitter.com/adamsinger

Greg Jarboe

Greg Jarboe is the president and co-founder of SEO-PR and the author of *YouTube and Video Marketing: An Hour a Day*, published by Wiley in 2009. He is also one of the 25 online marketing gurus profiled in Michael Miller's *Online Marketing Heroes: Interviews with 25 Successful Online Marketing Gurus*, published by Wiley in 2008. Jarboe is a member of the Rutgers faculty for the Mini-MBA: Digital Marketing program and a member of the Market Motive faculty.

Follow Greg at www.twitter.com/gregjarboe

Neal Schaffer

Neal Schaffer is President of Windmills Marketing, a consulting practice that leads social media strategy creation and educational programs for companies ranging from Fortune 500 enterprises to Web 2.0 startups. He is also the award-winning author of *Windmill Networking: Maximizing LinkedIn* and the soon-to-be-published *Windmill Networking: Maximizing Twitter*. Neal blogs on social media strategy at Windmill Networking, a site included in AdAge's Power 150, and is a frequent speaker on social media at conferences and corporate events.

Follow Neal at www.windmillnetworking.com and www.twitter.com/NealSchaffer

David Brody

David Brody plays brand sensei and conceptual catalyst for North Social, which enables businesses of all sizes to easily build powerful custom Facebook pages. Exploring and developing new, innovative approaches to marketing is his passion. He was formerly a Vice President of Marketing at Virgin, where he spearheaded the launch of a groundbreaking digital campaign that brought home the Gold Lion at the Cannes International Advertising Festival and won the hearts of music fans worldwide.

Follow David and his team at www.northsocial.com