



Social Media Etiquette Tips -

Facebook

Engage Followers

Have a comment left on your brand's page? Whether it's positive or negative, always respond back to keep the conversation going and address any issues that have been brought up in the process. Try to never delete a negative comment unless it's spamming or outright uses profanity- many negative comments may be questions or inquiries about certain products or recounts of a poor experience a customer had. Offer up an apology when this happens and any possible solutions that can be made to remedy the situation. For positive comments, thank the customer and try to end with another question to further engage them, as well as others, into a conversation!

Grow Your Following

How do you find fans to "like" your brand's page? On your own personal profile, post a link to your company's brand page and encourage family and friends to like the page by clicking the link, then clicking the word "like" to grow the following base. Beyond the people you know, promote your social media accounts in your company newsletter and through giveaways of fun electronics that will also help get followers engaged on your profile.

Stay Updated

While it's definitely important to maintain a company profile that stays updated on a regular basis don't fret if you can't check in every day, but also don't let weeks and weeks pass shy of any updates.

Post Relevant Material

You don't need to post new links or status updates to your profile at every waking hour of the day! If you run a business, we advise posting twice a day maximum- once for the morning and once for the mid-afternoon/evening. Take pride in featuring links to articles that you've been written up in or interviewed for and for anything that mentions your company or one of your clients/working colleagues in a positive light. If you have a blog, link up to it here so that fans can check out what's new and any advice your company has to offer.

Social Media Etiquette Tips -

Twitter

Tweet Daily

The optimal number of times to Tweet per hour is between 1-4. Depending on the company you run, you may find yourself Tweeting more or less each day (and on the hour). You don't have to do it every hour on the hour but a Tweet or two every couple of hours is a safe bet.

Don't Spam Followers with Too Many Tweets/Hashtags

#smallbiz owners interested in #networking should sign up w/our #nonprofit newsletter for more #news about #entrepreneurs #b2b #consultations

This is how NOT to tweet, ever. There are far too many hashtags, misspelled words everywhere, and the message itself is over 140 characters, the designated allotment for any given tweet. When you write a tweet, imagine your audience. What can they learn from this tweet? If you follow the example above, nothing. There's not even a link included that tells you where to sign up!

Be clear and concise in your tweet. Include an abbreviated link to save room for more information (bit.ly and tinyurl.com are great to use). You can include a hashtag or two too, just don't bombard the tweet with too many of them. Find out what's trending in



your city by checking out the trends list and the #discover button at the top of your page next to @mention. Most of all, have fun! You only have 140 characters to work with so play around until you get a catchy fit.

Engage Followers with the @mention Feature

At the top of your page sandwiched between home and #discover, you'll see @mention. By clicking on it, you'll be redirected to a new page with two bars on the left hand side that say "Interactions" and "Mentions." Here's where you'll be able to see who is now following you, anyone who retweeted you (RT are the giveaway initials), and if anyone has responded to your tweet or decided to send you a quick tweet.

Engage your followers who have reached out by typing in @ followed by their Twitter handle. For instance, when replying back to MyCorp, you'll type in @mycorporation, with your message following after. You can also hit "reply," which appears if you hover your mouse above the message too. If you want to reach out and tweet someone on your own, use the same guidelines.

Check Your Direct Message Box

Ever heard of the phrase DM? That stands for Direct Message. At the top right hand of your screen, next to the "compose new tweet" box (small blue box with a feather inside) is your profile button. Click on it to see a drop-down menu of options, including Direct Message at the top.

This is where friends can send you private messages that they don't want everyone to see on Twitter (an 140 character word limit still applies). DMs can only be sent between both parties that are friends with one another on Twitter though- you can't tweet someone a direct message if you aren't friends with them. You may also receive automated DMs on occasion from corporate Twitter handles you follow or spam messages. Feel free to delete what you don't need and keep what you do. Just be sure to check in on your direct messages from time to time in case any important messages find themselves going there!

Social Media Etiquette Tips -

LinkedIn

Connect with People You Know

Once you've created a LinkedIn profile for yourself, you'll want to start finding connections. For your business, you can encourage your newsletter subscription base to follow your company on LinkedIn. Within your personal profile, connect with old colleagues from college, past and present coworkers, friends, family members, favorite professors, and anyone else you may have connected with at a networking social!

Connect with People You Know

If you are interested in connecting with a person and haven't met them yet but you have a connection in common, visit their profile and click "get introduced through a connection." If you don't have a connection in common, be careful about pursuing linking up. If you decide to connect, write them a little message first to make the connection a little less unusual. Keep it as professional as possible.

Ask for Recommendations

Once you've made your connection rounds, now's the time to ask for a recommendation! Since LinkedIn is much a giant online resume, this is a great time to gather up recommendations from former employers and present ones too. When requesting a recommendation, offer to write one back in exchange.

Once you receive your recommendation, be sure to publish it! This is a step that is often skipped because it is assumed that the recommendation immediately goes straight to your profile the moment you get it. Read it over, approve it, and then publish it.

Make the Most of Your Profile

Keep your profile updated! If you're switching jobs, be sure to mark when the changeover begins and ends and what your current job title is. List what your specialties are and where you attended school (it's helpful to finding even more connections when you belong to a network!) On your profile, you can also include up to 3 links to the websites you have or are affiliated with, your Twitter handle, and you even have the option to include a status update of your own within your profile.

If you're wondering what still needs to be worked on for your profile, to the right hand side of the page should be a blue bar that will state how complete your profile is. Follow tips from LinkedIn to fill the bar all the way to 100% completion!