

# 8 Idiot Mistakes in Social Media

by Jessica Kizorek

## 1. Obsess over Numbers

Sometimes bigger is better. Sometimes it isn't. Keep your sights on making your tribe tighter. Too many organizations worry about numbers and not devotees. Go for quality over quantity in your relationships. What matters is the depth of commitment and loyalty that true fans will deliver. You're not hunting for eyeballs - you're gently converting nonchalant fans into passionate enthusiasts.

## 2. Don't Complete Your Profile

People without a profile picture are suspicious. Put a photo, a logo or a cartoon. Whatever. Once you chose the sites you want to engage in, you'll need to sincerely become part of that network. Fill out your user profile like a good little member to let everyone know you're not going anywhere. You'll garner more trust when you fill it out completely with contact info, photos, description and whatever other details are important to that specific network. Your clients won't engage with you unless you are an active participant in the conversation. Don't be afraid to tell people who you are and what's important to you.

## 3. Create Profiles Everywhere

It's not necessary to plant your flag in every community on the web. It's probably a good idea to snag your name before somebody else does, but that doesn't mean you have set up shop and fill out a formal profile. Take the time to find out where your clients are, and where they are most actively listening to each other. Make sure you'd be welcome there, and not viewed as an intruder. Focus your efforts in a few networks, or else suffer from the painful Social Media Account Overload (SMAO). Keep your eyes on giving your people what they want, where they want it.

## 4. Enter Blindly With No Plan

A large percentage of companies are wasting their time on social networks. They are dabbling, exploring, and not producing a single lick of value for the people they are trying to seduce. Know what you want to achieve, and form a cohesive strategy to achieve it. Don't jump in before you come up with strategic goals to measure your output. What's your intention? Drive traffic to your website? Increase readership on your Blog? Increase attendance at your events? Better conversion rates? Whatever it is, set a benchmark and track whether you're getting a return on your investment

## **5. Be Inconsistent**

I'm totally guilty of this one, so I'm going to take my own advice. Don't tweet 11 times in one day, then abandon Twitter for the next 31 days. Be consistent. Post once a day. Or on Tuesdays. People react to patterns, to cycles. A splotchy performance on a social network won't keep people at the edge of their seat.

## **6. Be A Spammer**

There's nothing more annoying than receiving spam over social networks. When I say spam I'm not talking about Viagra or Vicodin. I'm talking about blast invitations or announcements that a person sends out to their entire network, with little consideration as to whether the recipient would be the least bit interested. Sending every piece of content out to every person in your mailing list will label you as a spammer in the long term. Find out which friends are interested in what. Start a spreadsheet. Identify which friends want what. Otherwise you'll be the little boy who cried wolf. People will stop listening. Or worse – they'll block you.

## **7. Assume that One Size Fits All**

LinkedIn is not Facebook. Twitter is not Blogger. A one-size fits all approach will have you look like an idiot to members of the network, and you'll stick out like a sore thumb. It's like going to Saudi Arabia and acting like you're in Las Vegas. Dumb. Every social network has its own culture, and code of conduct. They demand a unique method of interaction, and being successful in one doesn't guarantee success in the others.

## **8. Be a Sales Person**

“Hi. Nice to meet you. Want to buy my widget?”

That doesn't work in the offline world, and it's even a bigger flop in social media. You need to create relationships before you ask somebody to buy your widget. No one will listen. Worse – they'll get aggravated. That's like a man who walks up to an attractive woman he's never met before and says, “Hey hottie. Wanna get laid?” In the short term, get ready to be slapped. In the long term, you'll risk permanently damaging your brand. Can you afford it? Take some time to learn about the community and to connect with people. Only offer your widget when people like you and are receptive to your offer.

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**The Viral Pulse**

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