



BIANCHI
PUBLIC
RELATIONS

Starting Social Media - OK, So Now What?

You know that the main goal of participating in social media is getting you or your company involved in conversations, offering valued content and expertise and opening up new lines of communication.

But if you're just getting started with a social media campaign, you might be a little gun shy about posting a comment in a forum, sharing content or even knowing how to begin – especially since social media thrives on transparency. There's a fine line between saying too much and being perceived as sales-y and fake, or not saying enough and being invisible.

Here are a few things to keep in mind as you start your journey:

Learn the Lingo – Once you've identified the sites, message boards or networks you want to become involved in, immerse yourself in the language used by the users who frequent them. See what trends and issues they're talking about the most, how they link news, who they cite as experts, what they respond to most. The last thing you want to do is come stumbling into the mix with no knowledge about the community you want to interact with.

Ditch the Boilerplate Speak – Nobody is looking for sales pitches and the same old lines in these venues. Realize that you can get your key messages across in new ways. People can find out all the basics and "corporate speak" on your website. That's not why you're here. You're here to steer your messages by participating in relevant conversations and by adding value.

Start With Basics – Join a relevant group on [LinkedIn](#) – there are groups for just about everything, from B2B marketing, to professional groups for all industries, to groups for member associations, etc. – and check out the group discussions. Notice the topics and issues that keep coming up and get involved. Keep the conversation going by asking questions and answering some as well. On [Twitter](#), retweet links and posts you feel are helpful or that underscore your position. Link to your own helpful content and help drive traffic to your own site or blog. You want to be an ally, an expert ... rather than someone who slings pitches.

Connect Across Channels – We've said this before but it bears repeating: align your social media activities across all the channels. If you post a company product video on [YouTube](#) or on your Web site, be sure to link to it on Twitter, [Facebook](#) or LinkedIn, along with a note about why it's helpful or interesting. If you write a blog post or post a new news release, link to that as well. The more ground you cover, the more coherent and successful your campaign can be.

Bianchi Public Relations, Inc.
888 W. Big Beaver Rd., Ste. 777
Troy, Michigan 48084
248-269-1122
www.bianchipr.com