Common Social Media Mistakes

- Sites Are Not Kept Current (Commit to Being There and Find The Time or Do Not Do It At All)

- Be On The Right Social Media Sites (Be Aware Of Specialty Sites Like MySpace)

- Do Not Push Products And Services (Build Rapport and Credibility First and People Will Promote You Without Being Asked)

- Don't Overextend Giveaways and Free Advice
  (After Several Interactions, Ask For Business)

What Not To Post

Do Not:

- Use Incorrect Spelling or Bad Grammar

- Argue With Others

- Use Foul Language

- Say Anything You Wouldn't To Longtime Customers

When To Post

Posts Will Be Most Effective When They Are:

- Consistent (At Least 3 Days A Week)

- As Close To The Noon Hour As Possible

- Not Too Frequent (No More Than 3 Per Day)

- Separated By At Least Three Hours

- Answering Customer Questions/Comments (Limitless and Encouraged)