
MEDIA RELEASE – 10 Tips for Social Media Success

1. **Start Small** – Don't take on more than you can handle and don't do anything just for the sake of doing it. You need to be able to keep control of it and keep it up to date.
2. **Know Your Audience** - Identify your audience and the appropriate message you want to convey to them – it needs to be meaningful to the people you are trying to talk to or they won't bother reading it.
3. **Stay Connected** - Make sure you are able to stay connected to it. Your Social Media (SM) efforts will not be effective if you start something up like a Facebook page and then just leave it. Its very much like a website ie never finished. It needs to be dynamic, fresh and constantly updated.
4. **Guide It** - Build a set of guidelines around your chosen SM platform to ensure your brand message is kept consistent and your reputation is not damaged. For example if you choose Facebook then make sure you have guidelines around user comments, duration and a policy around negative comments. Generally let someone say what they want to say but not over and over - once or twice max.
5. **Be Responsive** - Respond quickly and positively to negative feedback. Where possible provide real examples as well as tangible results and actions. Talk to your PR people they can usually help here. Anyone you can turn into a Brand Advocate will really help your SM campaign.
6. **Interact** - Ask a lot of questions to your customers. They are here to interact with you so give them that chance. If they raise something about your company that they don't like ask them for solutions or run a social network completion or advisory board to come up with a solution.
7. **Brand it** – Make sure your SM activity is consistent with your Branding policy and guidelines. Increase your brand awareness by consistently presenting your (brand) logo, colours etc in the same way. Design it to visually represent the Brand Personality and Brand Attributes of your company for example premium, stylish and high end or modern, funky and creative.

8. **Personalise it** - If you are further down the track with SM then perhaps it's time to start personalizing your site based on a SM profile ie put a face to the business. Connect and personalise your website with someone's facebook account. You can then apply geographic targeting and provide WebPages with different offers to different areas.
9. **Measure it** – When you are planning your social media tactics make sure you also plan how you are going to measure them.
10. **Evaluate it** – Constantly review your metrics/analysis, evaluate it and use the learnings to improve your Social Media efforts. See what is working, see what isn't working and how you can make it better. Your Social Media strategy should be constantly updating and improving.