

Top 10 Social Networking Tips For 2010

With an increased number of organizations integrating social networking into their online marketing repertoire, maximizing this marketing strategy in 2010 is vital. Here are the Top 10 Social Networking Tips for 2010.

- 1.** Content Is King – Providing great content is the key to growing your social media networks. Telling stories is a great way to provide information that people will not only read, but will share with others helping to grow your online community.
- 2.** Have A Blog – Blogs provide a few advantages over websites. Blogs are search engine friendly because their content changes and expands daily allowing people to find you through Internet searches.
- 3.** Select The Right Medium – Be sure to select a medium that is correct for your brand and personality. Someone who enjoys writing should have a blog that is strictly written. However, a person who is better at public speaking should create a video blog to communicate their brand and message.
- 4.** Choose The Correct Platform – There are over 100 social networking platforms available for use. First test a few platforms with your goals and objectives in mind. This will allow you to decide which platforms to engage on a constant basis.
- 5.** Manage Your Reputation – Managing your organization’s reputation online is paramount. Sign up for alerts on Google and other online mediums to find out what others are saying about your brand. Be sure to reply immediately to important information discussed about your brand.
- 6.** Search.Twitter.com – Search.Twitter.com is a website where you can utilize Twitter’s search feature. You should use this feature everyday to identify conversations that deal with people who may be interested in working with or becoming part of your organization.
- 7.** Integrate Facebook Connect – Facebook Connect is a service that allows new users of your site to skip the long process of registering personal information by pulling it from their Facebook page. This quick registration process saves tremendous time for your viewers. More importantly, Facebook Connect helps to spread your social networking site by sending announcements to your viewers friends Facebook newsfeed and on their wall that they are now part of your online community.
- 8.** Focus on Other People’s Content – Find other people blogging on the same topic as you and leave thoughtful and intelligent comments with a link back to your blog.
- 9.** Create More Opportunities to Communicate – Create more and more opportunities to communicate by utilizing Call-to-action buttons. Call-to-action buttons include: Join My Fan Page, Share, Subscribe, Follow Me, Twitter This, and Email This.
- 10.** Patience and Hard Work – Patience and hard work is the key to a successful online social media presence. Rome wasn’t built in a day and neither will your social networks.

These are only 10 simple tips that go into creating and growing a successful online social media presence. Unfortunately, many organizations do not have the knowledge and resources to tackle this innovative marketing strategy. Please feel free to call us today at (305) 788-1849 to discuss how we can successfully create an online social media presence for your organization.