

# 3 Social Media/Web Marketing Mistakes to Avoid

Just this morning, I have seen all three of these mistakes, and by prominent websites/social media marketers.

**Number 1: Not having links open in a new page/tab.** Why is this a mistake? Because you are practically pushing people OFF your website and on to another.

**Number 2: Poor social sharing tools (or worse, not having them).** Poor social sharing tools are those that don't provide the title of the post, or the blog, or the author. The example I came across this morning gave me this when I clicked to share on Twitter: Currently reading [URL address]). How is this sharing helpful to anyone? You have to provide a reason for people to read your Tweet.

**Number 3: Not checking @ mentions on Twitter.** Someone is trying to communicate directly with you—is it wise to ignore him/her? Big companies with customer service problems would do well to check their @ mentions. This is easier done with a Twitter client like Hootsuite or Tweetdeck that automatically puts @ mentions in their own column.

Are these your top three mistakes? What would you add or subtract?