It’s not what you say you do

It is what you do.

- Do you live up to your commitments?
- Do you deliver the goods?
- Are you reliable? Responsive? Responsible?
- Do you reply to people or just to tweets?

There are a lot of folks out there in the social media stratosphere developing massive followings, writing blogs, sending enewsletters, even writing e-books, but **all they are doing is saying what they do. They don’t actually do what they say they do. They seem to think talking makes up for acting.**

For instance, if you are in public relations, you need to create a strategy for your client. Tweeting all day is not a strategy—it is a tactic, and if it is not part of a larger, thought-out plan, it is good for nothing.

Although social networks are valuable, the people you know in real life may be more valuable because get this, you actually know them and they know you. If you are blowing off your in-the-flesh connections so that you can develop lots of virtual friends, you will be left with lots of virtual reality and little real reality.

Use social media, but use it to do stuff, not to say you do stuff.

The above is a commentary by the author of this blog. It represents her views in every possible way.

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