

4. Acknowledge the reality on the ground. This year we have seen several advertisers (and a politician or two) who just did not get it. Like Pepco, who continued patting itself on its back about “reliability” when hundreds of thousands of customers were without power during extreme heat for several days.

5. Depending on Facebook (or any free, third-party service) as a marketing platform will cost you. Sure, you can have a Facebook page for free, but figuring out its ever changing policies will cost you in time and effort.

6. Stop scheduling your tweets! Tweeting about your fun weekend ahead while people are mourning 20 dead children is tacky and preventable. Twitter is about immediacy, engagement and responsiveness. Scheduled tweets are just the opposite.

What lessons did you draw from the year that was? Anything jump out at you? If so, please share in the comments.