Your minimum social media presence

If you are in marketing communications – advertising, public relations, direct marketing, design or anything else involving promotion, you should be conversant in social media. You should know what it is and you should be using some social media tools yourself. How will you be able to recommend "new media" to clients if you are not on any social networks yourself?

I am not covering any new ground here, I know. However, I am continually shocked when I meet people who are in the marketing biz and who are completely out of the loop in terms of social media. Or, what I think is worse, is people in marketing who have dipped their tippy toes into social media only to have Twitter accounts they never use, or incomplete LinkedIn profiles with 10 connections or a blog that was last updated in 2007. Do you know these people? Are you one of these people? Don't be!

OK. If you buy in to the paragraphs above let's proceed.

LinkedIn–your professional social networking site

- Set up your profile, and include a photograph of yourself. You can most likely use the same photograph on other networks as well. Make sure you have a robust description of what you do now, and an informative headline. If you have older profiles, get rid of them. Make it easy for people who know you to find you.
- If you own your company, set up a profile for your company. Include your company logo and website.
- Link your blog to your profile.
- Grow your network! When you meet people you'd like to do business with, see if you can add them to your network.

- Answer questions. LinkedIn has an “answers” section…see if you can contribute to it.

Blog already!

- If you have a website, that is fine. But keep in mind that websites are static and don’t invite interaction. If you can add a blog to your website you will keep it fresher.

Twitter

- Set up a twitter account. If it is personal, use your name. If it is business, use your business name. Getting long and complex doesn’t pay off. Remember, your name is part of any re-tweeting, so don’t take away precious characters from the 140 you are given.
- Your Twitter profile should have either a photograph of you or your company logo. Do not use the Twitter bird. Be sure to write up a bio and include your website or blog URL.
- Follow people. Make lists (the newest Twitter feature)
- Tweet! Have something to say.

Facebook

- In my book, Facebook is personal. However, you can and should set up a fan page for your business. It is a no-cost way of promoting your business.

To succeed in social media, you must invest some time, be consistent and be persistent.

To recap, get on one or more social networks already!!!!