

But why are you doing it?

Yesterday, none other than the Social Media Club DC (SMCDC) put out a tweet asking people to “show some love” to their Facebook page, because unlike their Twitter feed, it had “only” 3,000 supporters. I responded: “Twitter and FB are totally different platforms and thus have different audiences. Where are you giving/getting more value?” To which SMCDC responded: “It’s hard to compare since they are so different, but just in case people want to be exposed to our content in a different form...”

First of all, social media is not JUST a numbers game. Having more followers/supporters/likers doesn’t mean anything if you haven’t decided what you want from those people. Are you trying to show increased interest in your product? Then the metrics may help with that.

You have to ask yourself WHY you are doing what you are doing. What are you trying to accomplish? Are you advocating for a cause? Trying to sell product? Raising your profile? In SMCDC’s case, is the content on Facebook different than Twitter? Is it more appealing to a certain demographic to see it on Facebook? What are the advantages of having more Facebook followers?

Young people who understand the tools of social media and can adapt at warp speed to the newest and greatest (in other words, they get the what), generally do not have enough business experience to really understand the why.

This morning I came across this article on Inc. Magazine: 11 Reasons a 23-Year-Old Shouldn’t Run Your Social Media by Hollis Thomases. Most of Thomases’ reasons have to do with the knowledge that experience delivers. You become a better communicator with time, for example. She writes:

Social media is not the be-all and end-all. It’s a marketing tool—part of an ever-growing arsenal of ways to bring your

company to your prospective customers' attention.

I would also add that young hires/interns/recent college graduates don't understand STRATEGY. Tools are to be used tactically, as part of a larger strategy. If you just look at the tool (we need more followers on Twitter), without thinking about WHY, then you are just using the tool for no purpose at all.

Thoughts? Please share in the comments.