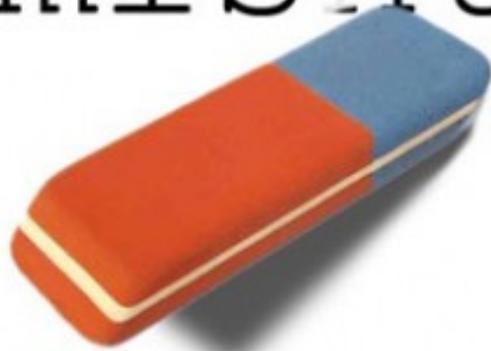




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Social Media mishtakes



3 Social Media Mistakes Most Big Businesses Make *Is your brand guilty?*

Most large companies have now embraced social media. It's undoubtedly an effective tool for communicating with your



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customers. But what many companies - especially large corporations - have yet to master is the nuance. Most big companies still struggle to find the balance between the scale of their brand and the one-on-one nature of the social media conversation. Here are three common - and easily fixable - mistakes most big companies make. Is your brand guilty?

1. Big Company, Big Voice

Social media is one of the most effective tools for humanizing a big brand. Don't speak through social media channels with the same voice you use to speak to shareholders and board members. Soften your tone, adjust the "attitude" and you'll be engaging with your customers in a way to which they can relate.

2. Social Separatism

Many big brands treat social media as something separate from their global brand initiatives. In fact, it's essential that social media be fully integrated to all marketing and communications efforts. If your audience is learning one thing about you on Facebook and another thing about you on a television commercial, you're missing opportunities to maximize your messages.

3. "Likes" for the Sake of Likes

Your social media friends and followers can sniff a marketing ploy from three websites away. If you're flagrantly encouraging your audience to "Like" a Facebook post for no compelling reason, or asking them to "retweet if you agree," you're more likely to lose followers than gain them. Engagement must be organic and, therefore, your content must be compelling enough to evoke engagement. Big brands should base social media metrics on quality rather than quantity. Measure your success with sentiment and engagement rather than with "Likes" and "Follows."

Here's the good news: Even if you're guilty of these social

media "don'ts," you can easily fix the problem. Empower social media managers to be themselves, to be a part of your overall communications strategy and to create great content. With that strategy, and a savvy social media campaign in place, your brand will be on its way toward engaging your audience thoughtfully and effectively.

San Francisco-based [LCI](#) won the Bulldog Award for social media and has helped numerous brands, large and small, overcome the complexities of communicating effectively to the right audience in the right way.

Contact LCI's social media guru [Rob Farmer](#) if you'd like a free social media analysis for your company.

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