



### ***Top Ten Social Media Do's – and Don'ts***

#### **Do's:**

1. **Do** always be transparent. Identify yourself, your business or your client whenever posting on social media.
2. **Do** develop a consistent voice for your brand and delineate for each social media platform.
3. **Be** consistent with your posts, tweets and status updates. There's nothing worse than someone who posts once and never posts again. Develop a 3-month plan and an editorial calendar and stick to it.
4. **Always** engage with people, don't just use social media as one-way communication. Make your content shareable by asking questions.
5. **Make sure** to tie your social media engagement back to your website as a way to grow traffic to your client, brand or business.

#### **Don'ts:**

6. **Don't** use bad language. Remember to stay true to your brand and remember that posts live forever.
7. **Don't** get into a fight with someone online. Rather, ask them how you can contact them offline to resolve a challenging issue.
8. **Don't** just repeat the same post on different social media platforms. Develop new content appropriate for each (Video for YouTube; Thought Leadership for Twitter; Business advice for LinkedIn; Mass audience/More personal for Facebook; "A photo tells the story" for Pinterest & Instagram).
9. **Don't** just post your thoughts without a link to an article, a video or a photo. Social media communication that utilizes multi-media is 10 times more likely to be picked up – or engaged.
10. **Don't** try to do this on your own unless you're willing to commit the time necessary to do it well: approximately 1-2 hours a day.

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