

Thoughts on Social Media Execution

- You don't need to be on every channel every day.
- You shouldn't push the exact same message to each channel.
- You don't need to be everywhere, but are you in the right places for your audience?
- Create a calendar to help the process seem less daunting.
- Watch times of day and days of the week that work best for your audience.
- Listening is as important as sharing. Instead of pushing out content, why not ask a question to preface that content? Give people a reason to engage.
- What is your voice? Is it light and conversational? Professional and authoritative? (Hint: It can be both. Make it work best for you, your audience and your channel.)
- There are very few universal rights or wrongs in the world of social media. Create your own rules while using common sense. Test, fail, learn and improve. Strive for innovation.