

## The Ten Commandments of Social Media Promotion



**Be Transparent** – social media requires trust. Be upfront on your company affiliation and viewpoint.

**Be Honest** – don't mislead or misrepresent. Have data to back up claims of differentiation, try to be as objective as possible.

**Be Authentic** – remember these are supposed to be your views as an individual. Don't regurgitate marketing material.

**Avoid Social Spam** – add something meaningful to the conversation. Sell your expertise first - eventually you'll have a chance to highlight your product or service.

**Be Polite** – use courtesy and common sense. No verbal battles in public with competitors.

**Maintain Boundaries** – no financial data (unless publicly available), confidential information or customer stories.

**It's OK to Disagree** – it's actually good to debate via social media, it can create interest and readership. But be appropriate at all times, and don't get defensive.

**Don't Get Legal** – don't comment about any ongoing litigation the company is involved in.

**What You Say is Public** – what you say in a social network is public and forever. So be smart about what you share.

**Listen Before You Join** – Get a feel for the discourse in any particular community before jumping in.