

# How do you STACK up with Social Media etiquette?



By Tammy Hudgin – Creating Your Presence



# Why this FREE Download?

I have been using Social Media since they launched, from a business perspective, and have to admit, I am still surprised at how people are marketing themselves and their businesses.

I decided to reach out to my network and compile a list of elements that they found were not the best strategies for marketing on Social Media and provide you with some suggestions on what you can do instead.

With competition being so high in Social Media, from a business perspective, it is important to understand how to best market your business, to encourage you to approach it differently and to think about how you are impacting people by your actions.

I developed this list by showing you what the 'pet peeves' were and possible solutions/suggestions to changing this behaviour to create a better marketing environment for you.

We all want to succeed, we all want to build, we all want to make connections, BUT how we do it, is what will make the difference between you and your competitor.

*Please note: I have tried to group these into sections that pertain to certain elements available on Facebook*

## Pet Peeves and Solutions

### Personal Accounts

<i>Requesting someone as a friend and then as soon as they accept, you send them an invite to 'like' your Business Page</i>	When the algorithms are not in your favour, doing this step may not be the best approach. If the person is not interested in what you have to offer, having them as a 'like' is of zero value to you. Instead, look at getting to know them, through social media, and when you have built that relationship, then send them an invite to 'like' your Business Page.
<i>Requesting someone as a friend and then as soon as they accept, you send them a message to 'sell' to them</i>	This is just not the way to try and get someone joining your business, buying your products or using your services. This is 'cold' and you need to really think about the impression you are leaving. Do some research about the person, go through their personal profile, start talking to them, build a relationship, find out if they actually need your products/services or are looking for a new business based on what they are posting. Start a private message by introducing yourself, ask them what they love, what their business is, what their hobbies, just start communicating with them. By taking the time to get to know people, you might find out that they would be insulted if you suggested they join your weight loss challenge.
<i>Only using your personal accounts to work your business and bombarding people with posts</i>	To start off with this one, it is against Facebook's policies to use your personal account for commercial use, you must have a Business Page. If you want to utilize your personal timeline, then think about writing strategic posts that do not directly sell, but indirectly. Talk about what you are up to, what tasks you are working on, your successes, give advice that ultimately ties in with your business but is not salesy.

<p><i>Tagging a large group of people in your posts</i></p>	<p>My question is ‘why are you doing this?’ In most cases, it is because people want to get their posts on other people’s timelines so they can target their friends. WRONG on so many levels. The only solution for this, is to NOT do it!!</p> <p>This just looks bad on you all around. People have spent time building up their friends’ list and it is not open for you to target.</p>
<p><i>Writing a post on a friend’s timeline to promote your business</i></p>	<p>Again, why are you doing this? Unless you have permission from your friend, please don’t take advantage of the network they have built. If it is really important for you to do this, then please send a message to your friend and ask for permission.</p>
<p><i>Bullying, Controversial Issues, Politics, Religion</i></p>	<p>If you are using Facebook to build your business, then please think about the impression you are putting out there. Ultimately, it is not the business of your potential clients to know this side of you unless of course, it ties in with your business. I am not saying you can’t get involved in these types of posts (well not the bullying, that just has to stop), but you don’t want them tied to your business. Think about creating a second Facebook account and build it around these elements and don’t add anyone who could be a potential client. You can use this account to get into these discussions but always be aware of where you are interacting, especially if it is on a ‘public’ post.</p>
<p><i>Responding to someone’s post without actually reading what they wrote</i></p>	<p>You want to take the time to read the post completely and then respond accordingly. If they ask you to comment with your answer, comment. If they ask you to send them a private message, send them a message. Post what they are actually looking for, not what you think would be the best answer that doesn’t even tie in with the original post. It is important to take the time to read what people write, not just assume what the entire post is about.</p>
<p><i>Expecting support from those you have on your friends’ list but you have no relationship with them</i></p>	<p>We all want to grow our businesses but when you expect people to support/refer you and yet they know nothing about you, this will backfire. Focus on getting to know people before you reach out and ask for that support.</p>

<p><i>Promoting your business on someone else's post</i></p>	<p>Unless someone asks you or posts that they are looking for people to promote their business, then please don't this. Even when someone writes a status about something that is ailing them, if they don't ask for advice or products/services to use, then don't comment with a link to your business because you can 'help'. A possible solution would be to send them a private message with some suggestions but don't directly sell to them.</p>
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## Messenger

<p><i>Sending 'group' private messages</i></p>	<p>This is a tough one as I believe there is a time and place for this feature, but it is knowing when to use it. Definitely do not use it to promote/sell your products/services. You might use it to send a reminder to those invited to your event, or to give an update on something that is happening in your life that others need to know about. My only suggestion is to think about the value in using this feature and what the reaction will be from those you are adding to the group message.</p>
<p><i>Sending chain messages</i></p>	<p>Most chain messages that are being sent are not 'real' or are a 'hoax', so just avoid this at all costs. If you are unaware whether it is true or false, then you shouldn't be sending it as in a lot of cases, you are opening your friends up to being hacked, to getting viruses. There is a site, <a href="http://www.snopes.com">www.snopes.com</a>, that you can check to find out if something is real or a hoax, utilize before you hit that send button.</p>

<p><i>People who read and ignore messages as well as not responding in a timely manner</i></p>	<p>Did you know that people can see if you have read their message? Unless it is a soliciting type message, it is important to at least acknowledge that you received the message. You can tell them that you will get back to them soon with an answer or that you are busy right now but will get back to them soon.</p> <p>Did you know that on your Business Page, Facebook actually measures how long it takes you to respond to a message? Time to get on top of those messages or set up an “instant replies” message that is available in your Business Page ‘settings’ under ‘messaging’.</p>
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## Groups

<p><i>Automatically adding people to your groups</i></p>	<p>If you are looking to grow your group, take the time to send a personal message to those who you believe will benefit from joining, and give them 3 reasons why this group will be beneficial for THEM.</p>
<p><i>Not reading the rules in Groups</i></p>	<p>There are so many groups available on Facebook and consist of a variety of different elements. Some groups, you can promote your business every single day and other groups have specific rules they want you to follow (these are very valuable groups for you to network in). Take the time to go through the “about” section, the “announcements” and any “rules” they have listed and follow them. By not following the rules set out, you will upset the Admin as well as other members in the groups.</p>

## Misc

<p><i>Using the same content for all Social Media sites</i></p>	<p>This is a tough one because of the time that is involved in preparing all the marketing posts, sometimes, it is just easier to have the same content for the same day. What I would like to encourage you to do, is research the different Social Media sites and understand the market, the context of the site and then choose a primary and secondary site to market on. You don't need to be marketing every day on every platform, especially if your market is not really on there. Then you can look at creating specific content for the 2 platforms, catering it to how that site works.</p>
<p><i>Using Hashtags in Facebook as part of your written posts</i></p>	<p>Food for thought.....the majority of the people who use Facebook are not business owners and most likely are not using Instagram or even Twitter, so for them to see hashtags, they have no idea what it means. They see a bunch of words that make no sense, especially no sentence. As well, hashtags only work in a public environment, so when using them on your personal timeline or in groups, there is no huge value to you. You can also use the search feature in Facebook and find anything you are looking for by using key words, they do not have to be hashtags to find them.</p>

<p><i>Using too many Emojis</i></p>	<p>Emojis can be a fun way to have certain text stand out, or to draw the attention in to read the post, but using too many of these can send an unprofessional message, especially if using on your Business Page. Have fun using them, but once finished writing your post, have a look at it visually and see if all that stands out is the emojis. If yes, maybe rethink how many you have used.</p>
<p><i>Spelling and Grammar</i></p>	<p>How you write will represent your business, so it is important to check your spelling and grammar (especially when using words like there/they're). Take the time to check all your posts before publishing and make sure everything is correct.</p>
<p><i>Coping other people's written posts and using them as your own (this is very common in the Direct Sales/MLM market)</i></p>	<p>Why is this an issue? If the exact same written post goes out into Facebook too many times, then Facebook will make them as spam and remove the posts. Take what that person wrote and reword it into your own words, choose a different visual to go with it and now it becomes unique to you.</p>

I hope this list helped you to think a little differently about how you are using Social Media and the impression that you are making.

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