

Top 10 Social Networking Tips

Marketing and PR social networking best practices

Now is the right time to get involved in social networking marketing, however understanding which sites offer the most appropriate venue for your company may be a mystery. Paring your company's goals with the platform and strengths of select social networking sites can equate to an increase in conversions, a.k.a., shortened more effective sales funnel.

Investigating your options, preparing a strategy, and making the commitment to consistency of effort is what it will take to be successful, which is the same approach you may have had to take in a host of other business initiatives. Simply jumping in for the sake of getting your feet wet is not a strategic social networking tactic.

Do research to gain an understanding of your options, match options with goals, and consider launching initiatives through multiple outlets. Slow and steady wins the race. Social networking is here to stay, develop a strategy and set the wheels in motion to take advantage of all this has to offer.

Consider these marketing & PR social networking best practices

1) Conduct your own investigation

Before you determine whether or not to invest resources or any energy into creating a business profile and joining a site, investigate the leading sites and kick the tires! Social networking sites require zero "real cash" outlay, costing only the investment of research time.

2) Select social networking opportunities that support business goals

Test the waters before you dive in, ask your prospects, clients and employees which social networking site they prefer. Not every site is going to be a fit and align with your firm goals.

3) Get the word out - and if needed - educate your clients!

Connect to your prospects, clients and who's who in your channel. Introducing a "chat" group on Facebook for clients makes little sense if your clients have no understanding of how to create a profile or get connected.

4) Structure or limit the time invested in managing a social networking site

Whether responding to posts, making connections with people, or adding content to your profile, make regular updates once or twice weekly. Calendar for 15-minutes one time per week to maintain each site.

5) Avoid getting personal

Publish content relevant to your expertise to establish thought-leadership status. No one really wants to know if you just finished a cup of coffee or if your dog has fleas.

6) Don't over-stimulate with too much content

Keep postings brief and informational.

7) Resist begging

Create a consistently informational space and followers will line up to "friend" you.

8) A void posting on what may be sensitive topics

Events will unfold in the industry or within a competitors business that may be highly tempting to post about. The safest approach is to stay neutral, be informative and remain professional.

9) Measure your activity

You cannot analyze what you cannot measure. Track your tweets, followers, time spent, and conversions.

10) Keep current on social networking trends

Subscribe to a social networking blog or legal industry RSS feed to receive legal industry social networking, marketing and PR updates daily or weekly.

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