

Social Media Panel at the #ANDconference Sept 22-23, 2011

Strategy

- Honesty
- Value
- Connecting people to each other, not just to you
- Measure progress (stories and numbers)
- Conversation not broadcast

Benefits

- Relationship collateral
- Reputation management
- Idea generation
- Audience/competitor research
- Fan loyalty
- Help others
- Record keeping

How to Get Started

- Determine your audience & objective
- Pick one, start slow
- Watch before you interact
- Don't put a non-social in charge of it. Assign by "shape" not by "org chart"
- Don't control, cultivate.
- Don't start it until you can maintain it.
- Don't censor unless there's a problem.

Other Thoughts...

- People are asking the wrong question first...it's not how can I get more people to my spot...it's how can I make people's lives better. **It's a gift exchange.**
- Deliver what's unique to you. Don't recreate the wheel or try to copy what other people are doing.

- **Honesty is more important than talent.**
- Don't be defensive. Just give people an outlet to throw rocks.
- Would I do the same thing online if I was in someone's living room?
- It's a process, not an event. Be slow and deliberate.
- Don't advertise it. Just practice, find your voice...find your groove. Populate your shelves before you invite the customers.
- Earn the right to share certain stuff. Start with your strength.
- Do new things in your own voice.
- Leave room for people to enter themselves into the story. If you do all the talking, there is no room for others to get involved. Leave it open ended.
- Reverse engineer advertising. From company to consumer. Not "here's what we think you think" but "what do you think?"
- Don't overdesign...focus on the story.
- People can smell fake. What you put online should just be an outflow of what you already do. It's not an add-on.
- What question are you answering? That's the difference between good content and just advertisement.
- Have compassion for your audience.
- Consumer reviews is the purest form of content.
- Be minimalistic.
- Twitter is a community of "do-ers", they're active people. Wait on twitter until you're ready to be active.
- **80% perfect and live is better than 100% perfect and in your head.**