

SOCIAL MEDIA EMPIRE

Top 5 Social Media Pet Peeves

Do you have a few of those Facebook or social media friends that just annoy you? Just like magnets people can either *attract or repel each other*. Sometimes others repel us to the point we block them from our social network. You probably didn't block someone until that list of annoying behaviors became *very long*. It's time to re-write your social network friend's lists. Turn the magnet around and become magnetically attractive; start by taking notes of these pet peeves to steer clear of and why.

Pet Peeve #1: Don't use a picture of your pet, your favorite cartoon character, or other cutesy image. Unless you own a business or clothing store, just be yourself in your profile picture; home-based business owners should not use your logo. Just be yourself in general! You are you when you are sitting across the table enjoying your friends. When you talk via social media, it does not mean you become a different person! You should be the same online and offline. A lot of people can sense if you are not being genuine. And they will distrust or question you for it!

Pet Peeve #2: Keep your dirty laundry off the internet! Personal content versus private content doesn't really work in social media. If you don't want it on a giant billboard along the freeway, don't post or tweet it. Or more to the point, it's like being on Candid Camera every day. (Don't look now, but your boss may be watching!)

Pet Peeve #3: People hate when they take the time to comment on a post, and it goes ignored! So don't just post endless streams of content. Social media is not only about what you are saying; it is a place to hold conversations. Be sure to take time to listen to what others are saying and most of all respond! Reply to comments or questions on your content. Take time to comment on others' content. The rules of conversation apply to social networking; social media does not replace two-way conversations.

Pet Peeve #4: Refrain from posting "lazy links". When you post nothing but a link without explaining the link, people won't even bother to click on it. Why? They don't know where they're going. It's like leaving a book on your friend's doorstep and expecting them to read it!

Pet Peeve #5: Ever see a post like this? "*OMG!!! Awsom messg!!! U wld love it!! listn here!! LOL!!*"? Social media is not the place for an instant or text message. It's a conversation. Talk normally, using good grammar, otherwise people won't take you seriously (even if what you have to say is important). Never edit some else's post. A great way to lose friends is to out when they are grammatically incorrect; it also makes you look bad.

The most important thing to remember is that your social media page, your actions and your posts all reflect your brand. Even if your "brand" is just you as a person – that is still an idea you are trying to sell! We are all in sales in this world. We are selling our ideas and opinions. We are selling employers to want to hire us. And some mothers are still trying to sell their kids on broccoli. Before you do or post anything, question if goes against your brand (your business, your beliefs, your persons) or adds to it. Content on the internet can never truly be deleted, and depending on what it is, never forgotten.