

The 36 Rules of Social Media



- ☐ 1. If you all you do is respond to complaints, that's all people will send you.
- ☐ 2. STOP & ASK would an actual person talk that why?
- ☐ 3. Everyone says they don't want to be marketed to.
- ☐ 4. The consumer is out for himself not for you.
- ☐ 5. As monetization attempts go up, consumer experience goes down.
- ☐ 6. Don't try to be clever, be clever.
- ☐ 7. Social is 24/7 not a one-time stunt.
- ☐ 8. Always write back.
- ☐ 9. Have an ROI.
- ☐ 10. People would rather talk to "Comcast Melissa" than "COMCAST".
- ☐ 11. Solve problems for people who talk about you, even if they don't address you.
- ☐ 12. Not everything will work and That's fine.
- ☐ 13. Embrace negative content about your brand.
- ☐ 14. Everyone's an influencer.
- ☐ 15. If fans distribute your content without your permission.
- ☐ 16. It's okay to drive people to your site instead of FACEBOOK'S.
- ☐ 17. Update your page or delete it.
- ☐ 18. Don't make people do X, Y then Z. stick with X.

- ☐ 19. LAST YEAR: Pump out content, THIS YEAR: Optimize content.
- ☐ 20. Become BFFS with your Facebook REPS.
- ☐ 21. Social media does not exist in vacuum. Make additional media and social work together.
- ☐ 22. Desktop is conquered territory. MOBILE is the battlefield.
- ☐ 23. If you don't see financial results, you wasted your money.
- ☐ 24. People fight for their privacy.
- ☐ 25. The only way to scale word of mouth: paid advertising .
- ☐ 26. Have a crisis plan.
- ☐ 27. Don't use adsto prop up boring content that encourages groups to form.
- ☐ 28. Forget indivisuals, you're creating content that encouragesgroups to form.
- ☐ 29. People don't want to shop where they socialize.
- ☐ 30. Contests and sweepstakes are fine, if you want to encourage short relationships.
- ☐ 31. People care what you had for breakfast--- if you're a food brand.
- ☐ 32. Pinterest works.
- ☐ 33. Your fans own your brand.
- ☐ 34. If you are bored by social media, it's because you are trying to get more value than you create.
- ☐ 35. Think post vanity metrics like followers.
- ☐ 36. It's an organism not a process.

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