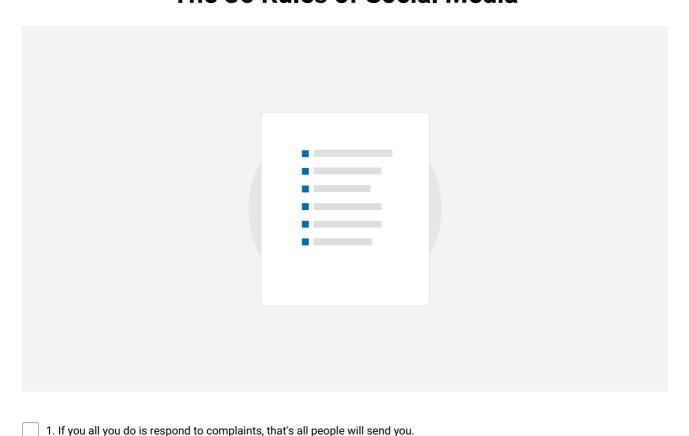
The 36 Rules of Social Media



1. If you all you do to 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 torritory. 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. Make and Share Free Checklists
checkli.com