

30 Social Media Marketing Tips

1. Tweets are like thoughts: They flash into view for a second: Then they're gone.
2. T. S. Eliot (1888-1965) eerily summed up social media without living to see it: "Distracted from distraction by distraction".
3. Create social infographics for Pinterest – but be sure to share them on your blog.
4. "Everything in moderation, including moderation." - Oscar Wilde
5. Get involved in Google hangouts and round-table webinars. Talking with others sparks blazing ideas.
6. FB posts getting comments will benefit from its new "story bump" algorithm activity, meaning active posts reappear in feeds.
7. Make your tweets between 106 and 120 characters long. (You'll get more re-tweets that way.)
8. Something to keep in mind for your social media marketing: Over half of all Twitter retweets contain links.
9. YouTube has extended its Live Streaming to all channels, and you can now launch a Hangout on Air from YouTube.
10. Which do you prefer: FacEbook Interest lists or FacEbook Groups? (Why?)
11. "Thought for the day: Twitter...140 character limit...must be a great tool for fortune cookie writers..." — E.A. Bucchianeri
12. Make a New Year's resolution to create one infographic a week for your fans and share it across your social networks.
13. Take points from your old, evergreen blog posts and post them as tweets or make SlideShare slides.
14. The best social network for B2B is LinkedIn. Would you agree?
15. Mentioning Twitter works better for retweets than mentioning other social networks.
16. Do you consistently remember to include calls to action of some sort in your social media posts?
17. Photos still get more love from FacEbook than videos – but both will help you get posts read.

18. When was the last time you created a SlideShare presentation? (Include your link please.)
19. Use the Google Keyword Tool to find new things that are being talked about on social media.
20. Selling through Pinterest: Sharing infographics, inspirational photos and quotes... How do you use Pinterest for your business?
21. Read authority blogs to bring your social fans cutting edge news.
22. If you want to build a strong, loyal community, start a Facebook group around a passionate niche interest.
23. When you quote people on Twitter, include their handle as well as their name.
24. Always acknowledge people who take the time to comment on your social posts. That way, you're in a relationship.
25. If you don't know what to post on your social network – don't post. Go comment on others' posts instead.
26. "Just remember, fans are vanity and sales are sanity." – Lori Taylor
27. Use Twitter Advanced Search to hunt for tweets containing questions.
28. Social networks = free publicity and promotion. Are you making the most of your social connections?
29. There's no rhyme or reason to what goes viral on social networks and what doesn't – but it does depend on timing.
30. Don't post anything you wouldn't want your mom or grandma to read (unless your mom or grandma is Betty White.)