SOCIAL MEDIA?
OR NOT?

In the ever changing world of social media, how do you decide what to share and what to respect?

Last week I had a friend make a comment about things posted on social media sites, especially Facebook. When I asked him to elaborate, he cited example after example of posts that gave him concern, everything from offensive language to political slurs, to videos. When I asked about any positives his list was much shorter.

I agree with much of what he said, but I also see Facebook as a valuable business tool. It's a great way to reach a lot of people with virtually not cost, so I recommend to my clients to use it as a piece of their marketing strategy. It's "real time" so you can reach your customers any time of day or night. If you sell from a website, the Facebook postings can be used to direct people to your site to place orders or check out your inventory.

Now for the bad. Once something is posted it's too late to wish it hadn't been done.

Even if you delete it, people who've read it will remember it. Therefore, be careful what you post. Dissatisfied customers can post negative comments on your page, so monitor it closely to address those concerns. People expect to see frequent updates, so it can be time consuming to come up with something new to post every day. Treat it like a job and take it seriously.

Finally, for those job-seekers out there. Beware of what's posted on your personal FB page. Prospective employers WILL check your page as a part of their hiring process. It's an indication of your character, so make sure it's all good..

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