

THE POINT & THE PRO

EDITION #1: 2014

Social media professional

REBEKAH RADICE



social SHARING

“We’re really looking to create an online presence and make it a very vibrant, dynamic, and energetic conversation.”

> INTERVIEW INSIDE

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BARRY



Rebekah,
Sharing is really a huge part of the fabric of social media. It's everywhere. True?

Absolutely. As you said, it's definitely woven into the fabric of our business at this point, whether you're a personal brand, a large brand, or a solo entrepreneur. Social media and the tools that we're using really allow us to turn those everyday communications, those everyday conversations, into very **rich and interactive dialogue.**

It's an amazing way for us to, I think, bridge the gap where traditional marketing was more push marketing; we were pushing out our message, pushing out our content. Now we're really looking to create an online presence and make it a very vibrant, dynamic, and energetic conversation.

REBEKAH



BARRY



Sharing's optional. You could simply listen and converse. Do you think sharing content is a must for social media marketers?

There's two different people out there that are actively using social media. There are curators and creators. Some people are simply curators, out there every day reading the blogs they love, the websites. They're collecting all of that content and then sharing it across a social network.

Then there are those of us like you and I, Barry, that are creating our own content. I'm a mix of both; I like to curate content, I love to read what other people are doing within my niche, and I love to then share that across my social networks. Of course I'm creating my own content on a daily basis. To me, the perfect solution is a mix of both.

I hear very often within social media that we should stay true to that 80/20 rule where 80% of the time you are sharing other people's content, 20% of the time sharing your own. I really believe in that theory. I think there's a lot of validity to it and there's a couple of reasons for that.

One is as you're out there actively trying to become a resource within your niche—**a great way to compliment all of the content you're creating is to share other people's content**; really giving them more reasons to come back and read through your Twitter stream, your Facebook page, whatever it might be.

Then you're **creating a reciprocal relationship** between you and a blogger. I think there's some real reasons to curate and share other people's content, whether you're looking to just create relationships with consumers or create relationships within your niche. Both are excellent reasons to start curating and sharing more than just your own content.

REBRAND



BARRY



Can you offer any tips for beginners to social media regarding how you can share more effectively and use some of the tools?

Social media can feel very overwhelming to somebody just getting started. My first tip always is **don't feel like you have to be everywhere**. You do not have to be on every single social network.

Really identifying who your target market is, where they are spending their time, and where they want to receive information from you is the first step. If you learn most of the consumers you're trying to reach are spending their time on Facebook, you can **focus your efforts** instead of feeling as if you've got to spread yourself out over Facebook, Twitter, Google+, and Pinterest. From there, you can really begin to narrow your focus. Understand what their needs are. Understand what type of content they're looking for and then actively share that.

Tools are a big part of staying consistent in social media as well. Use something like Hootsuite, Sprout Social, or Buffer. All of these tools allow you to schedule some of your posts so you can stay consistent, but also free up time so you can actively engage and have conversation.

I think one of the biggest mistakes I see made by newbies as well as people that have been using social media for quite some time is just scheduling out every bit of your social media and forgetting that social media is still social. You still have to come in, you still have to react, respond, comment, or retweet. **You still have to be involved on a daily basis**. Tools really allow you to be able to do that without feeling really overwhelmed.

REBEKAH



BARRY



Social media gets a bad rap for its constant white noise. Do you think we're abusing it with all this sharing? Essentially, is there a wrong way to share?

It's definitely abused. We see the abuse in many different ways. We all received that direct message through Twitter saying "signup now" or "click here and get my free report," which unfortunately became an acceptable way to use direct messages on Twitter. We've also all received similar messages on Facebook.

Yes, automation has been overdone which is why you see Twitter pulling back on situations like that where they're no longer allowing those automated direct messages, which I think is really terrific. I don't even know that most people are paying attention to them anymore because we just feel as if we're being spammed to death. That would certainly be one overuse or mistake that we continue to see.

Another overuse of automation would be simply pushing stuff out, clicking retweet or share to Facebook without actually reading the article. Being a blogger, I see it a lot where somebody will comment on my article. It's pretty evident they scanned, read maybe the first paragraph, but never even got the entire gist of the article, and then just decided to jump to the end and go ahead and comment. What value does that add to the community? Typically none. Again, I think in using automation, use it wisely and use it sparingly. Use it to free up your time, but don't use it to automate the entire process or take the social aspect out of your social media.

When you are sharing other people's content, people still want to know why you chose to share it. **You still need to put some context around your content.**

REBEKAH



BARRY



In my mind, if you're sharing something, you're endorsing it, so you should be familiar with the message within.

That is so true.

I can't tell you how many times a day I read a title, think, "That sounds really interesting," click on it, and it's a landing page to some product. They're trying to sell something. If I simply shared that, as you said, it would appear I was endorsing it, which would definitely not be the case.

It is incredibly important you take the extra three seconds to click through and actually **read the article and gain an understanding of what the content is really about.**

As I said at the beginning, there's so much value to me in clicking through, reading it, and then taking the time to comment and build a relationship with the blogger or the person you decided to follow on Twitter. If you're going to start sharing their content on a regular basis, it's nice to really start to build a relationship and gain a deeper understanding into who they are and what do they do within their business.

Go deeper. Get to know them a little bit better.

READER



BARRY



Do you have an opinion about the pros and cons, or reasons to outsource (or not) your social media to some type of service provider?

It's definitely going to be a preference based on your business and on how much time you have to put into social media.

At this point, outsourcing is obviously more commonplace than not. To find real success, you need to find a happy medium.

I don't think you can ever give everything away. You've still got to stay involved. **You've got to come in and maintain conversations and the relationships you've been building.**

You can only outsource so much. Like I said, I think people want to hear from you. They want to know that there's a real person behind those Tweets or behind that Facebook page.

While I am definitely an advocate of outsourcing, I don't believe you can give everything away.

REBEKAH



BARRY



Do you have a short list of resources you'd recommend to somebody who wanted to get started and learn more about social media?



Social Media Examiner is an excellent resource. Their articles are extremely in-depth. They explain the what, the why, the how—every bit of social media.



Social Media Today is a curation site where they're pulling in top bloggers from across the web. It's a great place to find bloggers within my niche. It's really great for some good solid content.



Marketing Profs is an excellent resource every day. If you want marketing ideas, they're really going to give you some guidance.



Copyblogger is another terrific resource. It was probably one of the first blogs I actively started following. Great resources, great tools.



Some of my personal favorites...

MichaelHyatt.com—just a phenomenal blog. He comes at it from a leadership perspective.



Peg Fitzpatrick is a good friend of mine and just brilliant when it comes Google+, which in my opinion; is a non-negotiable for anybody active with blogging. She has great tips on that.



Some other unbelievable resources:
Mari Smith, Amy Porterfield. If you're getting started with Facebook, both of them are experts.

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Thanks



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