



Le 36 regole per i social media

di Paolo Franzese

1. IF ALL YOU DO IS RESPOND TO COMPLAINTS, THAT'S ALL PEOPLE WILL SEND YOU.

2. STOP & ASK
Would an ACTUAL person talk that way?

3. EVERYONE SAYS THEY DON'T WANT TO BE MARKETING TO. REALLY, THEY JUST DON'T WANT TO BE TALKED DOWN 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
DAY & ONE-TIME STORY.

8. ALWAYS WRITE BACK.

9. HAVE AN ROI. HAVE AN ROI. 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, OFFER TO HELP.

16. LAST YEAR: Pump out content. THIS YEAR: Optimize content.

17. BECOME BFFS with your FACEBOOK REPS.

18. Don't make people do X, Y, then Z. STICK WITH X.

19. PEOPLE FIGHT FOR THEIR PRIVACY.

20. FORGET INDIVIDUALS YOU'RE CREATING CONTENT THAT ENCOURAGES GROUPS TO FORM.

21. SOCIAL MEDIA DOESN'T EXIST IN A VACUUM. MAKE TRADITIONAL 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. DON'T USE ADS TO PROP UP BORING CONTENT. USE ADS TO ACCELERATE SUCCESSFUL CONTENT.

25. THE ONLY WAY TO SCALE WORD OF MOUTH: PAID ADVERTISING.

26. HAVE A CRISIS PLAN.

27. People don't want to shop where they socialize.

28. IF YOU'RE BORING ON SOCIAL MEDIA, IT'S BECAUSE YOU'RE TRYING TO GET MORE VALUE THAN YOU CREATE.

29. IT'S AN ORGANISM, NOT A PROCESS.

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. WINTEREST WORKS.

33. YOUR FANS OWN YOUR BRAND.

34. Think past vanity metrics like FOLLOWERS.

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