



Le 36 regole per i social media

di Paolo Franzese



THE 36 RULES OF SOCIAL MEDIA

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

4. THE CONSUMER IS NOT FOR HIMSELF, BUT FOR YOU.

10. PEOPLE WOULD RATHER TALK TO *'Comcast Melissa'* THAN *'Comcast'*.

21. SOCIAL MEDIA DOESN'T EXIST IN A VACUUM. MAKE TRADITIONAL MEDIA AND SOCIAL WORK TOGETHER.

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

30. CONTESTS AND SWEETSTAKES ARE FINE. IF YOU WANT TO ENCOURAGE SHORT RELATIONSHIPS,

5. AS MEDIATION ATTEMPTS TO IF A CONSUMER EXPERIENCE GOES DOWN, IT'S UP.

6. DON'T TRY TO BE CLEVER. BE CLEVER.

11. SOLVE PROBLEMS FOR PEOPLE WHO TALK ABOUT YOU, EVEN IF THEY DON'T ADDRESS YOU.

14. IT'S EASY TO GET ATTACHED TO YOUR SITE, BUT NOT TO FACEBOOK.

17. UPDATE YOUR PAGE OR DELETE IT.

22. Desktop is conquered territory. MOBILE IS THE BATTLEFIELD.

24. HAVE A CRISIS PLAN.

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

31. People care what you had for breakfast—if you're a food brand.

32. PINTEREST WORKS.

33. YOUR FANS OWN YOUR BRAND.

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

7. SOCIAL IS 24/7. DAY & NIGHT-TIME ARENT.

12. ADMIT WRITE BACK.

9. HAVE AN ROI. HAVE AN ROI. HAVE AN ROI.

13. EMBRACE NEGATIVE CONTENT ABOUT YOUR BRAND.

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

23. IF YOU DON'T SEE FINANCIAL RESULTS, YOU WASTED YOUR MONEY.

26. LAST WEEK: Pump out content. THIS WEEK: Optimize content.

27. PEOPLE FIGHT FOR THEIR PRIVACY.

30. DON'T USE ADS TO PROP UP BORING CONTENT. USE ADS TO ACCELERATE SUCCESSFUL CONTENT.

35. If you're bored by social media, it's because you're trying to add more value than you create.

36. Think past vanity metrics like FOLLOWERS.

3. EVERYONE SAYS THEY DON'T WANT TO BE MARKETED TO. REALLY, THEY JUST DON'T WANT TO BE TALKED DOWN TO.

15. If fans distribute your content without your permission,

20. BECOME BFFS WITH YOUR FACEBOOK REPS.

28. FORGOT INDIVIDUALS YOU'RE CREATING CONTENT THAT ENCOURAGES GROUPS TO FORM.

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

OFFER TO HELP.

RULES (CREDITS: 1. Marci Calabrese, CEO, SalesForce Redshift; 2. Nasir Khan, software developer, Pencilmate; 3. Patrick Murray, SVP of marketing and business development, Flurry or One 4. Andrew Bernstein, chairman and founder, Memorable, former CEO, NextDoor.com; 5. Bill Peabody, venture partner, Comcast Ventures, angel investor; 6. Matt Patterson, chief consumer affairs officer, CapitalOne; 7. David Berman, president, president, digital, Fox Broadcast Group; 8. Paul DiCarlo, CEO, BuzzinMedia; 9. John Nelson, CEO, BuzzinMedia; former CEO, Dex; 10. Alastair McLean, director, social media service and strategy, Comcast; 11. Paul Morris, president, brands and commercial services, William Morris; 12. Chris Gaskins, VP of media, Twitter; 13. Brett Hunt, CEO, BuzzinMedia; 14. Duncan Ward, principal researcher, Microsoft; 15. Michael Branson, off of marketing, high; 16. Kara Scott, author, *The Whistle Factor*; 17. Jason Kilar, CEO, Hulu; 18. Ross Ulman, CEO, Condé Nast; 19. Chris Lambeth, CEO, Human Cells, Michigan; 20. Graham Hahn, social commerce manager, Zappos; 21. Scott Roy, CEO, Shutterfly; 22. Brian though, VP of global marketing and corporate communications, Kraft Foods; 23. R.J. Mendenhall, author, *Social Media by Rulebook*; 24. Catherine Price, author, *Price, Impact, and Possession*; 25. Chris Ruth, SVP, director of earned media, Google media; 26. Elizabeth Taylor, director of media strategy, LinkedIn; 27. Jeff Weidman, cofounder, Peggology; 28. Joseph Puglisi, cofounder, Buzzfeed; 29. Krista Currie, managing director, BBH; 30. Phil Kolin, head digital strategy, Leo-Burnett creative, Senior TV; 31. Heather Anderson, director of social media, White Pages; 32. Amrita Ahluwalia, CEO, Virtue; 33. Jordan Holden, VP, global consumer engagement, Dunkin' Brands; 34. Tim O'Reilly, founder, O'Reilly Media; 35. Edie McHugh, head of social media, Mintel Marketing for Presidents; 36. Michael Lattanzio, CEO, Big Spectrum

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