



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.

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 NOT 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
NOT A ONE-TIME START.

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. BE NOTHING AS WELL AS THAT'S FINE.

13. EMBRACE NEGATIVE COMMENT ABOUT YOUR BRAND.

14. EVERYONE'S AN INFLUENCER.

15. If fans distribute your content without your permission, OFFER TO HELP.

16. UPDATE YOUR PAGE OR DELETE IT.

17. DON'T MAKE PEOPLE DO X, Y, THEN Z. STICK WITH X.

18. PUMP OUT CONTENT. THIS WEEK. OPTIMIZE CONTENT. LAST WEEK.

19. BECOME BFFS with your FACEBOOK REPS.

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

21. MOBILE IS THE BATTLEFIELD.

22. Desktop is conquered territory.

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

24. PEOPLE FIGHT FOR THEIR PRIVACY.

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

26. HAVE A CRISIS PLAN.

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

28. PEOPLE DON'T WANT TO SHOP WHERE THEY SOCIALIZE.

29. FORGET INDIVIDUALS YOU'RE CREATING CONTENT THAT ENCOURAGE GROUPS TO FORM.

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. PINTEREST WORKS. YOUR FANS OWN YOUR BRAND.

33. IF YOU'RE BORED BY SOCIAL MEDIA, IT'S BECAUSE YOU'RE TRYING TO GET MORE VALUE THAN YOU CREATE.

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

35. Think past vanity metrics like FOLLOWERS.

RULES CAME FROM: 1. Marcel Lebrun, GM, Salesforce Retail; 2. Noah Bink, cofounder, Percolate; 3. Patrick Murray, VP of marketing and business development, Parity or Cle; 4. Andrew Westreich, chairman and founder, MezzMez; former CEO, MezzMez.com; 5. Ben Peabody, venture partner, Greylock Partners, founder, Tripod; 6. Wally Peterson, chief communications officer, GrubHub; 7. David Westheimer, president, digital, Fox Broadcasting; 8. Paul Davison, CEO, Highlights; 9. Eric Nelson, CEO, Buzzr/Video Commerce (CEO, Dell); 10. Rip Hartzel, director, social media service and strategy, Comcast; 11. Paul Brown, president, brands and commercial services, Verizon Wireless; 12. Chris Gardner, VP of media, Twitter; 13. Brett Hart, CEO, Buzzr/Video; 14. Duncan Watts, principal researcher, Microsoft; 15. Melissa Brimmer, VP of marketing, NBA; 16. Tom Hart, author, The Whistle-Blower; 17. Matt Mariani, CEO, AppSignal; 18. Alex Lewis, CEO, SellGrid; 19. Chris Czarnecki, CEO, SGA, former CEO, MySpace; 20. Graham Kuhn, social commerce manager, GapInc; 21. Dell; 22. Roy, CEO, Swatch Labs; 23. Devin Bough, VP of global media and consumer engagement, Kraft Foods; 24. S.J. Weinbaum, author, Social Media is Bullshit; 25. Catherine Cole, cofounder, Fido, Munch, and Poshmark; 26. Chris Hill, SVP, director of earned and engaging media, Discover; 27. Ekaterina Walter, social media strategist, Intel; 28. Jeff Waldman, cofounder, PageLover; 29. Joseph Perini, cofounder, BuzzFeed; 30. Krista Garcia, analyst, adviser; 31. Mike Probst, SVP, digital strategy, Hill Country; 32. Social TV; 33. Nathan Anderson, director of social media, Whole Foods; 34. Roger Bradford, CEO, Virtue; 35. Scott Hutton, VP, global consumer engagement, Dunkin' Brands; 36. Tim O'Reilly, founder, O'Reilly Media; 37. Dr. Mehmet, head of social media, MIT Romney for President; 38. Michael Lebowitz, CEO, Big Spender

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