



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 MARKETED 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. GET 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. 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 don't want to shop where they socialize.

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

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

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

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

24. PEOPLE FIGHT FOR THEIR PRIVACY.

25. Think just vanity metrics like FOLLOWERS.

26. HAVE A CRISIS PLAN.

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

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

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. 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.

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 Weinreich, chairman and founder, MezzMez; former CEO, MeDeegree.com; 5. Ben Peabody, venture partner, Greylock Partners; founder, Tripod; 6. Wally Peterson, chief communications officer, Capital; 7. David Westheimer, president, digital, Fox Broadcasting; 8. Paul Davison, CEO, Highlights; 9. Eric Nelson, CEO, Buzzr/Video Forum (CEO, Dell); 10. Rip Hagedorn, 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 Brainer, VP of marketing, NBC; 16. Tom Hart, author, The Whistle-Blower; 17. Matt Mariani, CEO, AppRadar; 18. Alex Lewis, CEO, SellGrid; 19. Chris Cofrancesco, CEO, 504s; former CEO, MySpace; 20. Graham Kuhn, social commerce manager, GapInc; 21. Dell; 22. Roy, CEO, Swatch Labs; 23. Brian 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 Posh; 26. Chris Hill, SVP director of earned and emerging media, Unilever; 27. Ekaterina Walter, social media strategist, Intel; 28. Jeff Waldman, cofounder, PageLover; 29. Josh Peretz, 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 Spacelab

Da un articolo scritto da Paolo Franzese il 21 Giugno 2013