



The Do's and Don'ts of Social Media Marketing

*This is an extra resource to go along with the original article:
[Are You Making These Social Media Marketing Mistakes?](#)*

Do This:

- ★ Do focus on the right metrics, such as engagement and click-thrus to your site.
- ★ Do respond to questions and comments.
- ★ Do ask questions to increase interactivity.
- ★ Do follow your fans back.
- ★ Do diversify your content.
- ★ Do post consistently.

Don't Do This:

- Don't rely on likes and followers to tell the whole story.
- Don't ignore negative feedback-- use it to improve your brand.
- Don't speak only about yourself.
- Don't try to be everywhere at once.
- Don't forget to be human. Use personality to cultivate a brand voice all your own.
- Don't post without a strategy-- know your goal and your target audience.