



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 ASKED AND 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 FIGHT FOR THEIR PRIVACY.

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. HAVE A CRISIS PLAN.

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

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

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

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

29. CONTESTS AND SWEEPSTAKES ARE FINE. IF YOU WANT TO ENCOURAGE SHORT RELATIONSHIPS.

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

31. PINTEREST WORKS.

32. YOUR FANS OWN YOUR BRAND.

33. Think past vanity metrics like FOLLOWERS.

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

RULES CAME FROM: 1. Marcel Lebrun, GM, Salesforce Retail; 2. Noah Bink, cofounder, Periscope; 3. Patrick Murray, VP of marketing and business development, Parity or Cle; 4. Andrew Weinreich, chairman and founder, MezzMez; former CEO, MeDegees.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 Lounge (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 Brimmer, VP of marketing, NBA; 16. Tom Hart, author, The Whistle-Blower; 17. Matt Mariani, CEO, AppRadar; 18. Alex Lewis, CEO, SellGrid; 19. Chris Czarnecki, 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; 23. S.J. Weinbaum, author, Social Media is Bullshit; 24. Catherine Lake, cofounder, Fable, March, and Poshmark; 25. Chris Hill, SVP, director of earned and emerging media, Unilever; 26. Ekaterina Walter, social media strategist, Intel; 27. Jeff Waldman, cofounder, PageLover; 28. Josh Peretz, cofounder, BuzzFeed; 29. Krista Garcia, analyst, adviser; 30. Mike Probst, SVP, digital strategy, Hill Country; 31. Social TV; 32. Nathan Anderson, director of social media, Whole Foods; 33. Roger Bradford, CEO, Virtue; 34. Scott Hutton, VP, global consumer engagement, Dunkin' Brands; 34. Tim O'Reilly, founder, O'Reilly Media; 35. Dr. Mehmeti, head of social media, MIT; 36. Marissa Peacock, former CEO, Big Spacelab

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