



# 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, Party of One; 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, BuzzVoice; former 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, BuzzVoice; 14. Duncan Watts, principal researcher, Microsoft; 15. Melissa Brimmer, VP of marketing, IBM; 16. Tom Hart, author, The Whistle-Blower; 17. Matt Mariani, CEO, Applause; 18. Kim Lewis, CEO, SellGrid; 19. Chris Cofrancesco, CEO, SGA; former CEO, MySpace; 20. Graham Kuhn, social commerce manager, Gapco; 21. Dell; 22. Roy Cox, BuzzFeed; 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, Fable, March, 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. Mehmeti, head of social media, MIT; 38. Ronny for President; 39. Michael Lebowitz, CEO, Big Spender.

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