



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 WORD: Pump out content. THIS WORD: 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. DON'T USE ADS TO PROP UP BORING CONTENT. USE ADS TO ACCELERATE SUCCESSFUL CONTENT.

26. HAVE A CRISIS PLAN.

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

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

29. PINTEREST WORKS.

30. YOUR FANS OWN YOUR BRAND.

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

32. Think past vanity metrics like FOLLOWERS.

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

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

35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.

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