

AAARenee's Social Media Best Practices

8 Ps of Online Social Media

1. **Persona** - Which representation of me will I be? Professional? Personal? Hybrid? Fictional?
2. **Privacy** - What are the settings available? Which will I use?
3. **Postings** - What do I have to say and how much will I edit? What is the appropriate level of sharing?
4. **Placement** - Where should I be and why? Which sites get my time (a totally nonrenewable resource) online?
5. **Plan** - What are my goals and what does success look like? Is there a need for metrics and tracking?
6. **Police Yourself** – What are people saying about me, my practice, and my firm?
7. **People** - Who is a fitting addition to my network and should see this side of me?
8. **Price** - What am I willing to spend in terms of my time, talent, & treasure?

How to Develop a Social Media Plan

1. Define Success in Advance

You can't measure what you don't track.

2. Limit Your Time Each Day

This is non billable time so plan accordingly and only make a commitment you can keep – 30 minutes is a good place to start.

3. Niche Thyself

Become an expert in something and use that as a hook to engage your audience. Share articles, pose or answer questions on the topic, and add to the conversation through the lens you know best.

4. Build Relationships

Participate in the community. Be the authentic you - don't be a wall flower and don't dominate the conversation just. When you find the right balance, you'll create a healthy bond. When your content is valuable, the relationship will grow.

5. Drive Traffic

Use your email signatures, online bios, and status updates to redirect people to your website, social networks, and blogs. Then have a way for them to provide you with their contact information.

6. Log Off, Meet Up

Don't succumb to the ease and allure of Web 2.0 that you ignore traditional business practices.