

# **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.