

SOCIAL MEDIA ETIQUETTE GUIDE

For Business



Facebook

The Numbers:



The Etiquette:

- It's okay to update several times a day, but space out your posts every few hours.
- Respond to all comments—the good, the bad, and the ugly.
- Know the art of the hashtag: 1 hashtag is fine. 10 hashtags are not.
- Always keep the 80/20 rule! Entertain and inform your audience first, sell to them second.
- Do not post on other people's Facebook business page telling them to like your own page.
- Use first person plural when talking about your brand.



Only ask people to like your status if you are doing a poll.

In Conclusion

ENGAGE WITH YOUR FANS!

Post entertaining content regularly, and make them feel welcome on your page.



Twitter

The Numbers:



The Etiquette:

- Twitter is the motherhip of hashtags, use them well!
- Respond to all questions and comments as quickly as you can.
- Don't use all 140 characters! Give people room to retweet you.
- Blanket followbacks can get you in trouble. Don't feel the need to follow everyone who follows you. Following too many people at a time can get your account suspended.
- Keep it positive! Negative brands lose followers.

- Avoid sharing too much personal information. No one cares what your CEO had for breakfast.
- Use your logo as your avatar. People want to be able to quickly reference your brand.



In Conclusion

Twitter is all about quick, easy conversation. Keep your updates short and response times even shorter!



Google Plus

The Numbers:



The Etiquette:

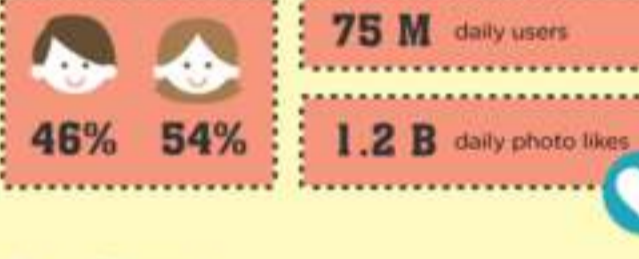
- Always mention users when commenting on their posts.
- Use "hat tips" (H/T) when sharing other user's work. Everyone wants to be thanked for their work.
- When sharing a post, always add your own commentary to it first.
- Compartmentalize your followers with Circles so that you can share targeted content to the right groups.
- Google Plus is one of the only platforms that allows you to format your posts. Be kind by making your posts easier to read with bolding, italics, and strikethroughs.



In Conclusion

Google Plus is all about helpful engagement. Be sure to share valuable information and include people in the conversation by mentioning them frequently!

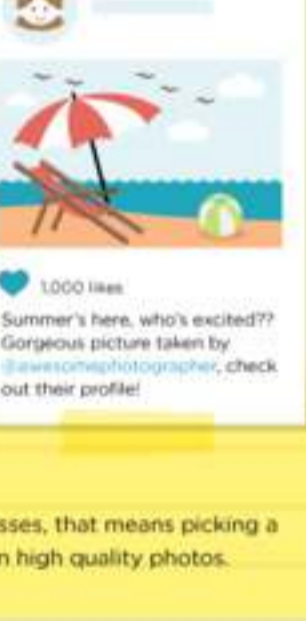
The Numbers:



The Etiquette:

- Don't ask people to follow you or use hashtags like #TagsforLikes—it's unprofessional!
- Don't Overgram. No one likes their feed filled with one user.
- Keep your posts clean and avoid selfies, food, and family photos.
- You get what you give. Want people to engage with your photos? Do the same with theirs.
- Use hashtags for your brand appropriately. The golden number of hashtags is 11.

- NEVER repost someone's photo without permission! At the very least, mention the original poster.



In Conclusion

Instagram is all about sharing a story. For businesses, that means picking a unique but relevant theme and creating your own high quality photos.



LinkedIn

The Numbers:



The Etiquette:

- LinkedIn is a professional setting, so keep your updates industry-related.
- Personalize your connection requests. Tell them WHY you're connecting.
- Once connected, send a carefully crafted "welcome" message. It's a great way to build relationships.
- Don't send a mass request for recommendations and endorsements.
- Use groups as a place to contribute information, not as a place to promote your company.
- Use first person when updating your LinkedIn page.

In Conclusion

Be personable, but not personal. Present yourself as an articulate professional in your industry and keep the daily life updates for Facebook and Twitter.

The Numbers:



The Etiquette:

- Always link back to the original source and give credit!
- Try to pin directly from the source material for better accreditation.
- Don't use low-quality images.
- Don't use images that have nothing to do with your clickthrough content to get more pins or clicks. That's spammer behavior!
- Don't just repin for an hour straight. Use a scheduling tool to spread your pins out.
- When requesting to join a Group Board, leave a comment mentioning the creator to introduce yourself.

- Make sure the images on your own website are easily pinnable.



In Conclusion

Pinterest is all about curating content, but the #1 rule of Pintiquette is to make sure your links are in order, whether it's to your own content or someone else's.

Sources

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