

Social Media
myths
Debunked



MYTH

Social media is for teens.



Social media use among the over 50 crowd is the fastest growing age group.

Use in the 50-to-64 age group has risen to 60%.

More than 50% of people over 50 use Facebook.

A total of 72% of online adults use social networking sites.

Source: PEW Research Center Internet & American Life Project 2013, [Reuters.com](#), [Bloomberg.com](#)

MYTH

Social media is Facebook.

There are thousands of social networking sites.
The number grows daily.

Internet users who use social networking tools (%)



Plus, 20% of online adults say they use LinkedIn.

Source: PEW Research Center, [Mediabistro.com](http://mediabistro.com)

MYTH

Twitter is just where people post what they
ate for lunch.

Twitter is what YOU make of it.
It's where people go to
connect around each other's
interests (and yes, sometimes
that is food).



MYTH

You have to be a **technical genius** to use social media.

It gets easier with practice.

Social accounts are easy to set up and customize; no advanced computer skills needed.



The more you participate the more you'll learn the lingo and special features of each social network.

MYTH

I don't have time to be on social media because I'm not sitting at my computer all day.

71% of people use mobile to access social media.

Social users are on-the-go. You can collect photos and content during your regular activities, and do quick posts throughout the day using a smartphone or tablet.



MYTH

Social media friends aren't **real friends**.

Social networks reflect your extended network offline & interests.



Many people who first meet online later become good friends in real life.

MYTH

Buying friends will grow my audience.

Buying friends is a bad idea in real life and online.

Advertising scams claim to grow social media followers overnight.

They use a network of fake profiles in foreign countries & low quality accounts.

These followers are not your true customer base!



MYTH

Only my friends can see what I post on Facebook.

Only friends will see what you post if your privacy settings are adjusted properly and your post is not set to “public.”



MYTH

If I like or comment on a company's Facebook page, they can see

my personal profile.



A company Facebook page is managed by an admin who logs in using their own personal profile.

A company page cannot interact with your profile on Facebook but the admins are subject to your privacy settings like any other user.

MYTH

People wouldn't want to
friend a brand.

56% of consumers using social media feel both a stronger connection with and are better served by companies when they can interact with them in a social media environment.



Source: 2008 Cone Business in Social Media [Study](#)

MYTH

To get my brand on social media, all I have to do is post my **press releases and blogs.**

It takes more than setting up a profile and posting links to your website.

Social networking requires **SOCIAL NETWORKING** to grow an audience and make any impact.



blah, blah, blah, blah, blah
blah, blah, blah, blah, blah

MYTH

If I have a Facebook page, I don't need a **website.**

You do not own the audience or the page; Facebook does.

They can take it down at any time or ask you to advertise to reach the audience you've built.

Your website is your home base; *you* own it. It should be the first stop to get official information about your company. It is your hub for content, PR, and marketing.



MYTH

The more fans a Facebook page has, the more **successful** it is.

It doesn't matter how many likes a business page has if zero are interacting.

Put as much focus on engagement, if not more, than fan numbers to measure the true success of reaching your audience.



MYTH

Social media has **no ROI** (return on investment) for businesses.

Social media is measurable if the right goals and metrics are defined and data collection systems are in place. Just like any other marketing tactic.



MYTH

If I make a **faux pas** on social media, all I have to do is delete it.

When you delete something you've posted online, it isn't necessarily gone forever.

It could hang around as a cached (saved) page in Google search, Tweets pulled into third-party apps, or worse: someone may have screenshot it.



MYTH

If I don't put my company on social media, people won't

say anything bad about us.

Whether you're on social media or not, people are still sharing their opinions about companies' products and services.

At a minimum, a company should listen to these conversations.





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HIRE US:

fandommarketing.com
info@fandommarketing.com