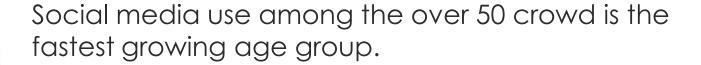
Social Media myths

Debunked





Social media is for teens.



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.

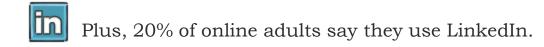
enter Internet & American Life Project 2013, Reuters.com, Bloomberg.com

Social media is Facebook.

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







Source: PEW Research Center, <u>Mediabistro.com</u>

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).



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.

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.



Source: Adobe Mobile Consumer Survey 2013

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.



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.

Social media has **NO RO!** (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.



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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