

MARKET PULSE

Get The Most Out Of Social Media

Veronica Maria Jarski, a senior writer at MarketingProfs, writes that, getting involved in a social network can be intimidating when you don't know the platform's etiquette. With its own lingo, acronyms, and hashtags, a social network might seem more complicated than it actually is.

But many of the rules in social media are the same ones taught in kindergarten, and here are a few to keep in mind.

Be yourself. To quote Oscar Wilde, "be yourself; everyone else is already taken." Being yourself doesn't mean being self-absorbed but being true to who you are.

Love data? Proclaim that love. Obsessed with e-mail marketing? Embrace the e-mail marketer you are. If you're a desperately unhip, small-business owner who cares about Big Data, be that online, too. Don't force pop-culture references in your comments or pretend to understand what you don't know.

Pay attention. Just like children are told to pay attention to their teachers, folks need to pay attention to the conversations around them. What are the latest trends, developments, and PR hits and misses being discussed?

In the following infographic, Uberflip suggests that those on social networks ask themselves, "What's new? How can I improve?" Remember that education is a lifelong process.

Ask for help. When a student has a question, he raises his hand. Likewise, you shouldn't be afraid to ask questions. Don't know the difference between an RT and an MT on Twitter? Ask. If you don't ask, you won't know. Ignorance can lead to missed opportunities or, worse, a social media fail. ❖

SOCIAL MEDIA LESSONS YOU LEARNED IN KINDERGARTEN

When you stop to think about it, social media isn't half as complicated as people make it out to be: In fact, most of what works online is the same as what worked in kindergarten. Remember what your momma told you when you first went to school? All those rules still apply. Here's what we mean.

PLAY NICE!

1 Playing nice includes a multitude of behaviors: Share, use kind words, and say things like "thank you" and "please."

2 Be confident. Don't start a conversation with "sorry to bother you." Instead, use "excuse me, do you have a moment." It's polite and confident.

BE YOURSELF

1 **Click for more**

3 Your avatar picture shouldn't be a