



Scream

ADVERTISING & PR THAT'S

HEARD

screamagency.com

The Rules to Share, Tweet and Post

Brought to you by the Scream Team



NEVER FORGET YOUR AUDIENCE.

When you compose a message, always think of “who” you are trying to reach. Make it conversational.

An easy way to make it conversational is to find a way to ask a question.



DON'T YELL.

If you spend your time in the social sphere selling, your followers will interpret this as yelling.

Rule: interact first, sell second.

If you are seen as an expert, selling will become a natural part of all interaction.



WHO ARE YOU?

From the beginning, create a personality for your company online.

People want to interact with people.

Companies that have great success within social media have humanized their brands.



TIMELINESS IS VITAL.

You want your followers to feel connected to your company at a personal level, so each response should be quick (under a few hours OR preferably, minutes) and have a personal touch.



WHEN THERE IS A FIRE

If an issue escalates take the conversation offline.

Give them your email address and address their concerns in a more private manner.



THE SHARE RATIO

The “share ratio” is key to any channel’s success. You should always share the content of others more than your own (6:1 ratio - for every post you create, you should share someone’s six times more often).

By sharing their content you are thanking them for connecting with you.



IDENTIFY INFLUENCERS

Search out those that can carry your message. Build a relationship from the beginning and do your best to interact with them on a personal level.



BE TRANSPARENT.

Your followers want nothing more than to understand what your company does and stands for. If you're a great company, how could they not want to be your fan and engage with you?



BE WILLING TO DEDICATE THE TIME.

If you have high goals for your social media channels then you can't expect those goals to be achieved without a lot of effort.

Fact: you will only get out of it what you're willing to invest in it. What are you willing to invest in these relationships?



STAY ON TOP OF CONVERSATIONS

Spend time just watching the activity of all social channels. Conduct a key word check in often. You want to see what others are saying about words that describe what is important to your company and what you do. Being aware of what is going on will keep you relevant.



SHARE ON.

Cross-link to other social media channels. Each channel has it's own, very unique, audience and purpose. If a great conversation is happening on LinkedIn, share it with your followers on Twitter.



CONTENT. CONTENT. CONTENT.

Create content that is unique
and valuable.

If you don't know what content
your followers would find
valuable, just ask.



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