

5 Quick Ways

Social Media Can Kill Your Brand



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Quick Stats

- **Social Media is up 230% since '07**
- **Fastest growing group on Twitter is 12-24 yrs old**
- **People spend over 500 BILLION mins each month on Facebook**
- **Fastest growing group on Facebook is 55+ yrs old**

5 Quick Ways to Kill Your Brand Using Social Media

1. Be unprepared

- Not just for a crisis situation, but lack a plan in general

2. Have the wrong people lead it

3. Set it & forget it

- If you engage, people expect a response

4. Fail to add value

- It's not about you, it's about your audience. "Sharing" is the new currency

5. Expect miracles

- This isn't a substitute for all other communication channels

Something to chew on

1. Understand the primary purpose of social media

- About facilitating connections to create & share conversations

2. Determine what you want to accomplish before jumping in (and how you'll measure success)

3. Find your voice

- Operate out of your sweet spot. Don't try to be something you're not

4. Know your audience

- How do they want to be communicated with? What needs are you filling?

5. Ask how this fits with what you're already doing?



On & offline resources

- **Books given away**
 - Chris Brogan, *Trust Agents*, and *Social Media 101*
 - Brian Solis, *Engage*
- **A few smart social media people I follow on Twitter**
 - @ChrisBrogan
 - @Mashable
 - @MattSingley
 - @TechCrunch

Would Love to Stay in Touch



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