

# 21 Key Tactics to AVOID Social Media Missteps

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- Have **FUN** and be social
- Update your **cover photos** to reflect what you're selling now
  - Facebook Cover Photo
  - Twitter Image and background
  - LinkedIn Company profile banner image
  - Google+ business page banner
  - You Tube channel art
  - Add a Pinterest board depicting what's selling NOW and place it first in your line-up of boards
  - Use a banner image on your next e-mail blast
  - Change your images on your blog banner
- Study and **monitor** which posts are popular with your audience.
  - Replicate them
  - Use monitoring tools
- Measure** your successes.
  - Use platform specific tools to measure
  - Optimize your performance.
- Listen** to your audience, your suppliers and your competition
- Use a **calendar** to plan your strategy, tactics and themes
- Spark conversations** and participate on other pages
- Post regularly. **Mix up post types** and styles to include video, photos, links and graphics.
  - It's more than just promotions and specials.
- Spread out your posts** during each day and each week.
  - Consider your audience when selecting days and times to post.
  - Don't be afraid of weekends and evenings
- Optimize** with key words in:
  - The About section on your Facebook page
  - Tags and categories on your blog
  - The Excerpts section on your blog
  - Your Twitter bio
  - Descriptions on each item you Pin to your Pinterest boards
  - Your website



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- Market** your social sites and integrate with your traditional marketing strategy
- Consider social **contests and ads**. With organic reach shrinking, we're moving into a pay to play arena. Highly targeted ads are economical and essential.
- Customize** all aspects of your profiles
  - Facebook About section
  - Facebook custom URL (vanity URL)
  - LinkedIn Summary, Experience, Websites, address
  - Google+ business page About section
  - Pinterest bio and verify your website
  - Twitter header image, add link to your website in your bio
  - You Tube profile
  - Add contact and social info into your blog
- Understand your audience** and their social media habits.
  - Use a **survey** tool to give you specific data.
- Thank your fans** for their comments and suggestions.
- Staff your social presence with professionals.**
- Use **# (hashtags)** to draw new fans and advocates
- Shorten your URL's and make sure a large photo posts when you include a link. Small thumbnails get lost in the flow of information.
- Size your own photos** to fit the dimensions of each separate platform.
- Continue to **learn** this fast changing and powerful medium.
- Have fun!**



### About Catherine

As a travel and hospitality professional, Catherine speaks your language, understands your unique issues and knows how to help you take your business to the next level. She is a recognized leader in the use of social media as a networking and marketing tool for the industry. Her popular workshops and seminars earn rave reviews and drive results that clients can see in their marketing ROI.

Please contact Catherine to see if there may be a fit to bring this message to your next meeting, convention or in-house training session.



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