



## **Inman News | Agent Reboot**

### **“Think Before You Tweet”**

*New to Social Media and not sure where to begin? Looking for a general frame of reference for the “rules of engagement” when it comes to Twitter and Facebook? Here are some common-sense guidelines for increasing your Social Media successes...*

#### **Golden Rules:** (Social Media “Absolutes”)

- ★ **ENGAGE...** Relationship-building is everything in Social Media
- ★ **Be INTENTIONAL...** Have a specific plan...and stick to it!
- ★ **Digital is FOREVER...** If you don’t want it on a billboard...don’t say it!

#### **Social Media “Do’s”** (Things you should be doing)

- ✓ **Inspire** Everyone loves to be inspired...be the person who inspires others
- ✓ **Share** The quickest way to get is to give...be a giver
- ✓ **Educate** Teach others what you know and watch them follow you
- ✓ **Entertain** Everyone loves to be amused...

#### **Social Media “Dont’s”** (Avoid these things always!)

- ⊙ **Criticize, Condemn or Complain** The basis of Dale Carnegie’s teachings
- ⊙ **Antagonize, Attack or Annoy** Flame and you will lose
- ⊙ **Too Much Trivia** Have a solid “signal-to-noise” ratio

