

1Minute with 1Vision

Some Advice Before You Start

I reread Lisa Barone's 2010 article listing things to do before entering into social media. (I love my "good reading" file.) Granted, the information is "old." After all, four years is a decade in social media. However, it begged the question, Are there still organizations that haven't ventured into social media?

The answer is YES! Pew Research states (May 2013), 72% of online adults reported using at least one social networking site. That would mean OVER A QUARTER OF ONLINE ADULTS DON'T USE ANY SOCIAL MEDIA! It follows that if people aren't posting and tweeting, there are firms and nonprofits holding back from social media.

If that applies to your organization or you haven't explored the latest SM channel or you feel your current effort needs a kick, here's a recap of her list.

1. Create a rulebook
2. Assign responsibility
3. Increase your customer support
4. Fix your issues
5. Shift your culture
6. Create content around common complaints
7. Commit to responding
8. Be ready to act
9. Clue in employees

The article also points to the costs associated with social media. When the majority of articles ladle out helpings of shame for not jumping in the social media pool, this one rationally lays out some 'rules.' Rules shouldn't stop us from doing what is important, but many dollars and resources are lost because people flounder when they get in over their heads.

There's a Bible verse in Luke that covers social media! "Suppose one of you wants to build a tower. Will he not first sit down and estimate the cost to see if he has enough money to complete it? For if he lays the foundation and is not able to finish it, everyone who sees it will ridicule him, saying, 'This fellow began to build and was not able to finish.'"

Don't open yourself up for mockery or scorn. Make a plan and count your social media costs before you begin.



President