

## THE 4 BIGGEST MYTHS OF SOCIAL MEDIA

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**MYTH #1:** The intern can handle Twitter.

**REALITY:** You wouldn't let an intern act as your spokesperson on TV, so why would you let him Tweet on your behalf to the entire world?

**MYTH #2:** If we build it, they will come.

**REALITY:** Rarely does success happen without marketing, audience development, search-engine optimization, and the like.

**MYTH #3:** If it worked on Instagram, it'll work on Pinterest.

**REALITY:** Each medium attracts a different audience and rewards different content.

**MYTH #4:** Tweeting the same article repeatedly is redundant and annoying.

**REALITY:** Each Tweet reaches only a fraction of your followers. The rewards of repetition outweigh the risks.

I'd love to speak to your office or association. I offer a variety of workshops, on subjects ranging from business writing to web writing, from email marketing to news releases, from LinkedIn to media training, and many more. My website contains blurbs, videos, and sample decks:

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