

@Sree's Top Social Media Tips ☐

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- What's common sense in real life is common sense in social media.
- Almost everyone will miss almost everything you do on social media. Until you make a MISTAKE.
- Don't share every thought that pops into your head.
- Tweet as if your next tweet is your last.
- Look at your tweets through eyes of your bosses.
- Be an early tester, late adopter.
- TWITTER:
 - HANDLES: Most recognizable, MEMORABLE handle you can get.
 - HEADSHOT: Strong, recent, RECOGNIZABLE photo.
 - BIO: Should reflect your best, CURRENT you. Be clear about who you are & what you might tweet about. List 2-3 topics.
 - LOCATION: Tell Twitter where you live or are based out of. Journos, PR folks always look for this.
 - HASHTAGS: Try to find shortest possible, UNIQUE, memorable one you can .
 - LISTS: Using lists will improve your use of Twitter.
- It's not who follows you that matters.
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- LINKEDIN: Not just job hunting; career management tool.
 - Commit to posting at least 3-5 times a week.
 - Study the analytics.
- FACEBOOK:
 - See First feature
 - Legacy Contact feature
- ABC:
 - Always Be Charging (your smartphone)
 - Always Be Collecting (using your phone to take pix)
 - Always Be Connecting (via LinkedIn, et al)
- #AlwaysBeLearning
- Make #Thumbstoppers, w/photos, videos, GIFs: Canva☐Typorama☐GIPHY☐Bitmoji
- Get a bit.ly account
- Do more on your cellphone - produce more content & try Moment app
- Avoid tech neck!
- Log off and read a book!

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