

## 14 ESSENTIAL SOCIAL MEDIA ETIQUETTE RULES FOR BRANDS

### 1. Read the room

Saying the right things at the right time makes a difference.

### 2. Ditch the bot

Not completely. But at least when communicating directly with your audience.

### 3. Respond to humans, fast

Too busy, you say? Delegate, I say.

### 4. Be nice to your peers, no matter what

Bantering with competing brands on social can be entertaining and useful. People watching can get a kick out of it. And see how you move and groove with others in your field.

### 5. Go easy on the hashtags

Hashtags are cool. They help people search for, and find, you and your brand.

### 6. Don't mix business and pleasure

Because it usually causes problems.

### 7. Follow with a purpose

Following everyone and anyone will dilute your brand. And, saturate your feeds with irrelevant posts. Which will tarnish your brand reputation. Again, the one you're working so hard to achieve over time.

### 8. Give credit

Social media is a recycling bin of content.

### 9. Don't overshare

Are you or your brand posting once, a couple, maybe a few times a day?

