

The 80 Rules of Social Media



ONE
Obey the rules.



TWO
Social media is ALL about your audience, be they consumers, viewers, fans, followers or users. It has nothing to do with you, or what you think.



THREE
Facebook is not the answer to your problems. For some brands, Facebook is the last place they should be. Go wherever your audience is. Chances are those blogs and forums that you didn't care about are a lot more valuable than those thirty new social networks you've been telling everyone about.



SEVENTEEN
Facebook operates a stealthy and mysterious algorithm codenamed EdgeRank. This operates with the sole purpose of showing bad content and keeping it out of everyone's newsfeeds. This is often good for user experience. Apparently, but not so good for brands who want to reach all their fans. That being said, all good content still rises to the top... eventually.



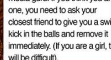
TWENTY FIVE
The correct ratio of followers to followers is 10:1. e.g. it is acceptable for someone with 10,000 followers to follow 1,000 people. Whilst following a lot of people is hard to manage (see rule 20), Twitter lists were invented for such occasions. Note: Anyone with disproportionately high ratios one way or the other is either at risk of being hacked or is pretending they're famous. Both options should be frowned upon.



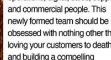
THIRTY THREE
90% of startups fail. Chances are you are not the next Mark Zuckerberg no matter how good your 'Instagram-with-a-butter' app is. Create value and love your audience (no matter how small it is). Rule ALWAYS applies.



FORTY TWO
If you start publishing and sharing your content without your permission, offer to help.



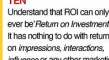
FIFTY ONE
Instagram is a great playground for brands. It transcends all cultural boundaries as it doesn't have any language limitations. If you are unsure of what to post, refer to rule 55.



FIFTY EIGHT
If you're embarrassed about any of the apps you built when you launched them, chances are you launched them too late. It's up to your users (not you), to decide what is good and what is not. Don't wait until something appears in the shop before you release it. Ship. Fast.



TEN
Understand that ROI can only ever be 'flawed' on investment. It's nothing to do with return on impressions, interactions, influence or any other marketing related term beginning with the letter 'r'.



SEVENTEEN
Over 80% of people who visit a brand page never return. You only have to look at most brand pages to understand why.



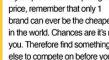
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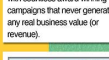
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THIRTY SIX
Social is a 24/7 not a one-time stunt. And yes I'm talking to you, Old Spice guy. Just because you smashed a killer campaign, don't mean you could run away and stop leaving the second your campaign ended.



FORTY FOUR
The journey is the reward as Steve Jobs used to say. There is no finish line. Thinking that every conversation has a beginning, middle AND an end only makes community managers even more frustrated than they already are.



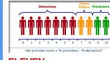
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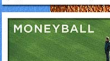
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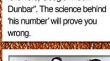
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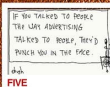
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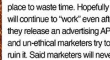
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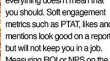
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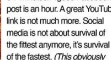
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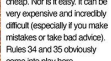
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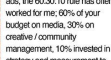
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