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Mistakes People Make When Trying To Harness Its Power For Business

Want to get the social network sites working for you? Join the queue.br /

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href=<http://salmonbones.co.uk/blog/2009/01/28/social-networking-mistakes-people-make-when-trying-to-harness-its-power-for-business/> target=_blankMistakes you can make when trying to build a relationship with customers via social network sites/a br /

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A seemingly limitless end of people and companies are trying to jump on board and giving it a go, but most are getting nowhere, and bailing within weeks.br /

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They lose interest in the idea because they are not getting results. We have seen some common mistakes out there, here are our thoughts on how you can avoid the pitfalls and embrace the social networking scene for the benefit of your business.br /

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Don't get me wrong, there will be a learning curve - We have had it ourselves, but we met some great people that helped us along the way.br /

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Mistake One: To completely ignore Social Mediabr /

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A lot of people out there completely ignore social media. br /

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They are most likely unsure of how to participate or maybe they just don't have time to get involved. Regardless of the reason, this is a huge mistake. Social media continues to grow in popularity and in importance to internet users - the exact users you are trying to reach.br /

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Mistake Two: Naked Profilesbr /

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If you don't bother completing your profile people won't be able to get to know you. It is also a sign to other users that you aren't serious about participating on that site. Many spammers don't bother to complete their profile and a blank profile has become a red flag.br /

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Your profile should include a custom background when possible, a photo, contact information, and a list of interests to help people get to know you better.br /

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Don't be afraid to show some personality and let people really get to know you and your company and what you stand for. This is where you can show the human aspect of your business off.br /

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Mistake Three: Faking Itbr /

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Have you ever seen a company ripped apart for trying to fake it on a social networking site? Its not nice, although sometimes funny if you are a neutral! They can either hire someone to pretend to be them (it's OK if staff, colleagues or team members participate, but to hire an unknown to play you, not good!), or they make up personas or even fake customers posting positive feedback.br /

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The truth is if you can't invest the time to create an authentic social media profile, you shouldn't bother creating one at all, you will get your fingers burnt.br /

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Mistake Four: Trying to sell users instead of listeningbr /

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Social media isn't about you selling, selling, selling. You are here to network, build trust and relationships, listen to what your customers and prospective customers have to say. You want to hear concerns, to learn about them, to find out what gets them excited, what they like and detest about your product or service, what they want to see more of etc.br /

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Remember to be a good social media participant, which means listen before you speak. If you don't, you risk

being written off as yet another company that doesn't know how to use social media and who is only interested in promoting themselves. Remember, you always have to add value to the communities you're participating in - just remember its value for your customers, not yourself.br /

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Mistake Five: Recyclingbr /

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Don't risk recycle old content and marketing materials on social media sites. Start new conversations, create new information to share. Granted, you'll have some content that falls in the "oldie but goodie" category and that's OK to share. Just try to keep things fresh.br /

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Mistake Six: Launching, then Ignoringbr /

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Social media is similar to search engine optimization in that you can't just set it and forget it. You need to participate and remain active, otherwise you have wasted your time initially setting things up.br /

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If you want your customers to stay engaged, you have to keep producing great content yourself. Keep writing Blog posts, creating widgets and being active in the community. Social media is real work but when done properly it's worth the effort.br /

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So review your social media practices and make sure you aren't making any of these mistakes.br /

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So.....br /

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Lets have a list of social media sites for you to try your hand at (good luck!)br /

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Social Bookmarking Sites:br /

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<http://www.blinklist.com/>br /

<http://del.icio.us/>br /

<http://www.fark.com/>br /

<http://blogmarks.net/>br /

<http://smarking.com/>br /

<http://segnalo.com/>br /

<http://www.shadows.com/>br /

<http://www.gifttagging.com/>br /

<http://www.simp.com/>br /

<http://www.wists.com/>br /

<http://www.feedmarker.com/>br /

<http://lilisto.com/>br /

<http://ma.gnolia.com/>br /

<http://www.faved.net/>br /

<http://www.spurl.net/>br /

<http://www.blummy.com/>br /

<http://myweb2.search.yahoo.com/>br /

<http://buddymarks.com/>br /

<http://feedmelinks.com/portal/>br /

<http://www.hyperlinkomatic.com/>br /

<http://www.linkagogo.com/>br /

<http://unalog.com/>br /

<http://tag.zurpy.com/>br /

<http://de.lirio.us/>br /

<http://www.furl.net/>br /

<http://www.linkroll.com/>br /

<http://blogmarks.net/>br /

<http://www.givealink.org/>
<http://www.looklater.com/>
<http://netvouz.com/>
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Content Rating:br /

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<http://www.slashdot.org/>
<http://doggdot.us/>
<http://www.listible.com/>
<http://www.digg.com/>
<http://www.blogmemes.net/>
<http://www.blinkbits.com/>
<http://www.netscape.com/>
<http://www.spicypage.com/>
<http://www.shoutwire.com/>
<http://www.youhypeit.com/>
<http://reddit.com/>
<http://www.rojo.com/>
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Social Networking Sitesbr /

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<http://consumating.com/>
<http://www.blogcatalog.com/>
<http://www.linkedin.com/>
<http://www.ning.com/>
<http://www.facebook.com/>
<http://www.myspace.com/>
<http://allconsuming.net/>
<http://www.othersonline.com/>
<http://www.mybloglog.com/>
<http://www.tickme.com/>
<http://www.orkut.com/>
<http://standpoint.com/>
<http://www.meetup.com/>
<http://www.43things.com/>
<http://www.43people.com/>
<http://www.43places.com/>
<http://www.efamilyties.com/>
<http://www.9rules.com/>
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Video Networking Sitesbr /

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<http://youtube.com/>
<http://www.broadcaster.com/>
<http://www.dailymotion.com/>
<http://www.metacafe.com/>
<http://vsocial.com/>
<http://www.springdoo.com/>
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Micellaneous Social Sitesbr /

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<http://alexadex.com/>
<http://www.jot.com/>
<http://www.spinspy.com/>
<http://googlemark.org/>

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<http://www.meebo.com/br/>
<http://www.slawsome.combr/>
<http://www.stumbleupon.com/br/>
<http://rollyo.com/br/>
<http://quimble.com/br/>
<http://www.twitter.com/br/>
<http://metawishlist.com/br/>
<http://www.seomoz.org/ugcbr/>
<http://www.rawsugar.com/index.facesbr/>
<http://www.squidoo.com/br/>
<http://wink.com/br/>
<http://kinja.com/br/>
<http://tailrank.com/br/>
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Wiki Sitesbr /
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<http://swicki.eurekster.com/br/>
<http://www.wetpaint.com/br/>
<http://pbwiki.com/br/>
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Job Sitesbr /
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<http://www.jobsinsearch.com/br/>
<http://cssbeauty.com/br/>
<http://www.pagebites.com/br/>
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Organization Sitesbr /
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<http://hipcal.com/br/>
<http://www.backflip.com/login.ihtmlbr/>
<http://www.connotea.org/br/>
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Tagging Sitesbr /
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<http://www.citeulike.org/br/>
<http://www.tagtooga.com/db.tagbr/>
<http://tagalag.com/br/>
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Photo Sitesbr /
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<http://flickr.com/br/>
<http://www.slide.com/br/>
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Music Sitesbr /
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<http://odeo.com/br/>
<http://www.mystrands.com/br/>
<http://www.last.fm/br/>
<http://upto11.net/br/>
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Political Sitesbr /
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<http://gabbr.com/br/>
<http://www.newsvine.com/br/>
<http://www.blogniscient.com/br/>

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Shopping Sitesbr /

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<http://www.judysbook.com/>br /

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Program Sites:br /

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<http://www.campfirenow.com/>br /

<http://www.basecamphq.com/>br /

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Feeds Sitesbr /

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<http://www.feedburner.com/>br /

<http://www.tagsy.com/>br /

<http://www.feedmeme.com/>br /

<http://technorati.com/>br /

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Grab practical suggestions in the sphere of a [href=http://www.freetrafficsystem.com](http://www.freetrafficsystem.com) target=_blankweb traffic/a - your personal knowledge pack.

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