

# ***“If You Build It, They Will Come”***

***and Other Social Media Myths That  
Could Be Damaging Your Online  
Presence***



***by Bonny Clayton, Your Web Chick***

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## Bonny Clayton, Your Web Chick

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Bonny Clayton, aka Your Web Chick, is the owner of Timely Manner Consulting, a firm specializing in web design, social media and e-mail marketing.

Your Web Chick's done-for-you and coaching services help small business owners and entrepreneurs establish and maintain a cohesive online presence, ensuring that web design, social media and e-mail marketing work effectively as a unit.

Bonny speaks about online presence to groups such as Turning Point to Success, Powerful You! and Interconnections for Women. She was a featured regional presenter for the Powerful You! GROW Tour in 2013 and selected as one on a panel of eight experts serving Interconnections for Women's membership in 2014.

In her years of managing social media for herself and others, Bonny has learned a thing or two about what works and what doesn't and she loves sharing her experiences and knowledge with others.

"I see people making the same mistakes over and over again in social media. I just want to reach out and save them from making those mistakes, some of which could really be damaging their overall online presence," she says.

In these pages, Bonny offers a collection of some of the biggest social media myths that could be doing the most damage to your social media presence. Reviewing these myths and avoiding their pitfalls will help you ROCK your social media presence and make it an integral part of a cohesive overall web presence (in conjunction with your web design and e-mail marketing).



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# *Myth #1: “If You Build It, They Will Come”*

Social media is NOT a set-it-and-forget-it method of marketing. Adding social media to your marketing campaigns can make a huge difference in your business, but it must be **strategic** and **deliberate**. You need to **BUILD** your profiles in social media, then you need to stick around and **ENGAGE**. Post to your profiles, see if people like, comment, ask questions, etc. Then re-engage with those who are active on your profile. Rinse and repeat. Here are my recommendations for posting frequency on the top 5 social media platforms on **business/brand** accounts (see also sub-myth of myth #6):

Facebook Page: At least once a day, but no more than 3 times daily

Twitter: 3 – 5 times daily, spread throughout the day

Google+: Minimum once a week, but optimally, 3 – 5 times a week

LinkedIn: 3 times a week

Pinterest: 15 minutes a day 3 – 4 times a week, to include creating original pins, re-pinning and liking during every session



# Myth #2: “I don’t need a website – I have a Facebook page!”

Your Facebook page and other social media accounts can absolutely benefit your small business – they do NOT, however, replace having a website. Here are just a few reasons why:

- Social media platforms can change drastically or disappear at any given moment.
- While you have a measure of control over your social media profiles, you are still operating within the design confines of whatever platform you’re on (a Facebook brand page still looks like Facebook; a Pinterest account still looks like Pinterest, etc).



- No social media channel has the ability to function as your marketing hub, a central location where all of the information displayed is controlled 100% by you.
- Taking the idea of having 100% control of what is displayed a step further, there is a very real possibility that your competitor's ad could be displayed on platforms like Facebook while someone is viewing your page. That doesn't happen on a website owned and operated by you!
- Many people who have access to the internet do not have any social media accounts (i.e., not EVERYONE is on Facebook).
- While search engines do index Facebook business pages and some other social media content, said content simply does not carry the weight of a website's content. You can do some things to optimize social media for search engines, but it's nowhere near as effective as the SEO techniques you can employ on a website, particularly if you are including blogging in your social media campaigns.

Closely related myth: "I don't need a Facebook Page, I have a Facebook profile." Granted, there are some direct sales companies that limit (or even forbid) your participation in social media with regards to your business. However, there are things you can do with a PAGE that you cannot do with a PROFILE and you should avail yourself of those tools if possible. (Also, it's technically against Facebook's Terms of Service to promote a business using a personal profile.)

A few things to consider when deciding whether to create a brand page on Facebook:

- Search engines do not index the content on a personal profile, even if you set the privacy to "Public". This means that, while your content may be found by anyone on Facebook, it will not be found on the internet. And as I said earlier, not everyone is on Facebook!
- You can schedule posts up to 6 months in advance on a brand page using Facebook's scheduling tool; this is not an option with personal profiles. Sure, you could use a third-party tool like HootSuite or Buffer to schedule posts to your profile, but these types of posts are given less "weight" when it comes to determining what posts are displayed in others' newsfeeds.
- You can only have 5000 "friends"; you can have an unlimited number of "Likes".
- You can assign admins to help you with a Facebook page without having to give out your Facebook password.
- You have the ability to display a link to your company website on the front page of a Facebook page; on a profile, people have to click through to your About area.
- You can add custom tabs (such as Join Mailing List, Contests, Testimonials, etc) to a Facebook brand page; not so with a personal profile.



## *Myth #3: “You have to be on every social media channel to be effective and I just don’t have time for that.”*

First, let me say this: NO small business owner has time for that! Often, when we don’t quite know where to focus our efforts, we feel the need to do **everything**.

If you’re new to social media or not familiar with all of the platforms, spend some time researching the top 5 (Facebook, Twitter, Google+, LinkedIn and Pinterest). Type targeted key words related to your industry (services, products, topics, etc) into the search fields on each platform. Review the profiles that appear in the results. Do the people you see interacting with these profiles represent your ideal client (i.e. are they the kind of people who buy your products/services)?

If you feel you’ve found potential customers on any given platform, set up an account, complete your profile fully (fill in all the “blanks” you are provided), and spend the next 30 – 60 days participating on that network **consistently and wholeheartedly** to determine whether the investment of your time and other resources is beneficial to your business. You very well may find that some channels aren't really worth your time and that’s okay. Hanging around on social media networks just for the sake of it is a waste of your time and energy.

On a side note, it is very easy to get SUCKED IN to the social media abyss, emerging hours later to find you have accomplished only a fraction of what you should have. My advice to you is simple but effective: **USE A TIMER**. Log on to any of your accounts and set the timer for 15 – 30 minutes. Post, reply, engage...but when the timer goes off, log out. Tomorrow is another day!



# *Myth #4: “Social Media is like a magic potion that will make my business boom overnight!”*

Participating in social media can make a real difference in your small business. But it’s not gonna work overnight. Or in a week. Probably not in a month.

Social media works by implementing it **consistently over time**. Like nurturing a garden.

You sow the seeds...

you water...

you fertilize...

you prune...

you tend...

and **eventually**...you reap.



## ***Myth #5: “Social networking is replacing real-life networking”***

It seems like the more “toys” there are to play with, the more time people will spend playing with them, and the less time they spend talking to each other. It’s easy in this electronic, online world to forget there are actual human beings on the other end of our “space age” communications.

The truth is, people – whether they are potential customers, friends, networking colleagues or vendors – still long for face-to-face interaction. It’s in our nature! So get out there and meet them, in person. Use social media to help you do it - look for networking events/groups on sites like Facebook and Meetup, then use social media to follow-up and nurture the valuable connections you’ve made in person.



## ***Myth #6: “If 1 hashtag is good, 12 hashtags must be awesome!!!!”***

We need to begin thinking of hashtags more as a way of joining together common threads into a conversation and less as the equivalent of bold or italicized text in a standard document.

Hashtags generally tie the posts and comments of different users into a single stream that’s easier to follow than trying to keep up with all the conversations separately. Vague hashtags like #marketing and #smallbiz have little value anymore. You want to tend toward using them more for **specific** brands, marketing campaigns, events, webinars, topics and the like, such as:

#Oscars2014 (Event)

#throwbackthursday (Topic)

#thefollowing (TV show)

#mydunkin (Brand)

#heartandhustle (Webinar title)

#fixyourpicker (created for a marketing campaign for a dating coach; a custom hashtag helps people find all posts relating to your topic)

Example of overuse of hashtags that are also ineffective and vague:

**Love my #new #custom #mood #ring! So #obsessed with this #unique #piece of #jewelry!!**



Sub-myth: If posting once a day is good, posting 12 times a day must be great!

Stick to the guidelines I offered in #1. Posting too often makes your posts become like white noise; people will begin to tune you out and/or scroll past your posts (or worse yet, “unlike” your page!).

## *Myth #7: “I don't have enough content to keep people engaged.”*

Social media moves super fast ... so the stuff you post goes away really fast. Some people see this as a drawback, thinking they don't have enough content. But the truth is that this provides you the opportunity to recycle and/or repurpose your content! Some people might have missed it or forgotten it. Some content is what is called “evergreen”, meaning it remains valuable, even over time. Now, I'm not suggesting you post the same link, illustrated quote or information day after day (white noise again), but if a few weeks have gone by since you posted about your latest product or service, go for it!

Also, don't underestimate the power of OPC (Other People's Content). Share Facebook content from your influencers, retweet and post links from the web (but always credit the original creator!). Your followers will appreciate you providing information that you've “curated” for them almost as much as they'll appreciate content you've created for them!



# Conclusion

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Social media has become, without a doubt, a valuable marketing tool for small businesses. BUT, as I've discussed here, it's got to be **deliberate** and **consistent**; it will benefit you over **time**, not overnight.

Determine where your ideal clients are and where your efforts will pay off the most. Avoid the mistakes others have made and the myths that some of them have bought into and you'll be well on your way to social media marketing success!

Your online presence is an aggregate of your web site, your social networking and your e-mail marketing efforts. These components should work hand-in-hand-in-hand for optimal online results.

If you feel your online presence in one or all of these areas is lacking, I invite you to contact me for your 30 minute, complimentary intro session to discuss what improvements can be made and how I can help you put a corrective plan into action.

I look forward to working with you to help you take the next (or first!) step toward improving your online presence!

Regards,



P.S. To schedule your intro session, simply e-mail me at [bonny@yourwebchick.biz](mailto:bonny@yourwebchick.biz) or call me at 609-379-CHIK.

## Testimonials

*"The Web Chick fixed me right up. It was like she KNEW me. Within less than 5 minutes of talking and showing Bonny my bracelets, she connected so many dots for me. She was even inspired with a "niche" for my bracelets that I don't know I would have ever thought of. Tapestrygal Designs; Wearable Beaded Tapestries, is so thankful for her time. And yes, she came up with my tagline." - - Kim L.*

*"I can't say enough good things about my session with Bonny. I got so much value from it. I can't wait to implement her suggestions." - - Heather T.*

*"Bonny services her clients on a personal level – she cares about people and wants to help them succeed in their business." - - Jean Y.*

*"I share with Bonny what I'm looking to do and she brings it to life – in every sense of the word!" - - Sabrina S.*