

NSPRA This Week – Tip of the Week

October 4, 2011

Source: Davia Temin, Strategic Marketing and Reputation Adviser, Temin and Company

The 10 Don'ts of Corporate Social Media

This week's tip sheet draws from the corporate world and its approach to corporate social media. As the author, Davia Temin notes, "It is the Wild West out there in the world of corporate social media. Every organization knows it should be doing something, but is not sure what."

The following topics and links were part of an 11-part series at Forbes.com. Davia Temin is founder and CEO of Temin and Company, which advises global companies, their boards, CEOs, and leadership teams on reputation and crisis management, marketing and media strategy, leadership communications, and thought leadership.

"Some companies act like robots in their online communications, cutting off any real engagement with their consumers," she says. "Others 'seduce and abandon' – letting websites and online campaigns stagnate, often unmonitored, leaving 'orphan' pages and frustrating potential customers."

"Social media is not a place where anything goes. There are important 'don'ts' for chief executives, CMOs, and corporate communications executives to remember when formulating and executing their social media strategy," she adds. "Ignore these at your peril."

The 10 Don'ts of Corporate Social Media

[Don't #1: Don't Over-Market, Be Social](#)

[Don't #2: Don't Act Like a Robot; Show a Human Face](#)

[Don't #3: Don't Forget to Engage: Hold Conversations](#)

[Don't #4: Don't Seduce and Abandon, But Know When to Leave](#)

[Don't #5: Don't Let the Interns Handle Your \(Entire\) Social Media Presence](#)

[Don't #6: Don't Be Stupid; Be a Thought Leader](#)

[Don't #7: Don't Be Indiscreet or Illegal](#)

[Don't #8: Don't Be Afraid to Admit Mistakes](#)

[Don't #9: Don't Forget to Use Your Brand's Network to Create Love from "Like"](#)

[Don't #10: Don't Forget to Leverage Your Community](#)

[Strategy, The One "Do" Amidst the Don'ts – Wrapping Up "The 10 Don'ts of Corporate Social Media" Series](#)

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