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## [Social Media Etiquette](#)

Posted: 27th August 2010 by **Melissa Altamirano** in [Pi Digital](#)

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Businesses are picking up on social media, hiring someone to do it, taking classes, researching strategies, and realizing how much of an impact it can make. It has become a huge part of marketing...but a great majority are doing it wrong. They aren't "friending" their friends, but trying to sell, sell, sell. Treat them as you would if the Internet was not here.

Customers should feel welcomed. The online world requires the same courtesy that in-person interaction would require- if you want the same results. If you would greet someone when they walk into a physical store, then greet them online. Send them a welcome message, or create a new user section, something that can apply directly to them.

Be responsive. No one wants to be ignored. If consumers post questions, make sure to answer back quickly either on a forum or directly. This will assure them that you are paying attention and fulfilling their needs.

Do not spam. It is so tempting to do this, and market to your customers daily and frequently. Of course, more marketing produces the same results; but the same strategy is used over and over, the client will create a distance and ignore or avoid your efforts. Use variety and avoid looking like a tugging toddler, invest your time in other methods as they will bore your audience less and may help increase results.

Etiquette is common sense, and a little time spent on how to apply it to a less-natural form of communication may skyrocket your efforts, because people still are people behind their computer screens.

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