



# Lost in the Social Media Wilds

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Social Media: Works of user-created video, audio, text or multimedia content that are the center or starting point of a conversation.


## Key Takeaways


1. Social media is about social relationships and conversations – NOT media!
2. To effectively use social media, it's just as important to listen as it is to talk.
3. There are a ridiculous number of tools and web sites in the social media universe. Don't try to use all of them.
4. Learn to use RSS – it will save your sanity.
5. As with any tool, there is a dark side to social media. Be cautious with what you share online and who you share it with.
6. Social media is not rocket science. Common sense will point the way.
7. Think a lot about the different communities you belong to, and what you want to share with each of them.
8. Don't sacrifice depth of relationships in a quest to get 800 online friends with minimal contact.
9. Social media can bring disparate and unheard groups into conversation together – but it takes work.
10. If your social media strategy is not building up your relationships and community, you might need to rethink it.

To find all the resources discussed today, please visit:

<http://bit.ly/cpJxCn>

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