

About Social Media

Contemplations on Networking Online

Compiled by Josephine Gross, Ph.D.

How can you squander even one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when the world has made it so easy for you to be remarkable?

—*Seth Godin*

Social media is about sociology and psychology more than technology.

—*Brian Solis*

Think like a publisher, not a marketer.

—*David Meerman Scott*

Social media isn't the end-all-be-all, but it offers marketers unparalleled opportunity to participate in relevant ways.

It also provides a launch pad for other marketing tactics.

Social media is not an island. It's a high-power engine on the larger marketing ship.

—*Matt Dickman*

You will make mistakes. If you are sincere about helping the community, the authenticity will show and your mistakes will be forgiven.

—*Zia Yusuf*

Technology is Generation Y's third hand and second brain.

—*Neil Glassman*

Twitter represents a collective collaboration that manifests our ability to unconsciously connect kindred voices through the experiences that move us.

As such, Twitter is a human seismograph.

—*Brian Solis*

Don't say anything online that you wouldn't want plastered on a billboard with your face on it.

—*Erin Bury*

Monitor, engage and be transparent; these have always been the keys to success in the digital space.

—*Dallas Lawrence*

We're still in the process of picking ourselves up off the floor after witnessing firsthand the fact that a 16-year-old YouTuber can deliver us three times the traffic in a couple of days that some excellent traditional media coverage has over five months.

—*Michael Fox*

Twitter is a great place to tell the world what you're thinking before you've had a chance to think about it.

—*Chris Pirillo*

To utilize social media tools effectively and properly,
you must absolutely generate
spontaneous communications in direct response to what others
are saying or to what is happening in that moment.
Be yourself. Be conversational. Be engaged.
—Aliza Sherman

Technology changes, humans don't.
—Deb Schultz

Quit counting fans, followers and blog subscribers like bottle caps.
Think, instead, about what you're hoping to achieve
with and through the community that actually
cares about what you're doing.
—Amber Naslund

Engage rather than sell. Work as a cocreator, not a marketer.
—Tom H. C. Anderson

The common reputation of Twitter is that it's
frivolous, which isn't the case. If it's set up right, it's a rich
environment of lots of learning and sharing of important material.
It's not just "what I had for breakfast."
—Lee Rainie

The polling of Internet users shows that friends'
recommendations are the most
reliable driver behind purchasing decisions. Right now
that market is largely untapped. Facebook and other social
networks can allow that to happen.
—Yuri Milner

Ask yourself this question constantly: where can I add the most value to
what matters most to me and the people who care about me?
—Chris Brogan

Advocacy is the newest kid on the marketing block. While we've always known
that people make decisions based on advice from their peers, we've never been able
to bake that into a plan the way we have now.
—Gary Stein

If content is king, then conversion is queen.
—John Munsell

You can't buy attention anymore. Having a huge budget doesn't mean anything in
social media. The old paradigm was pay to play. Now you get back what you
authentically put in. You've got to be willing to play to play.
—Alex Bogusky

I hear YouTube, Twitter and Facebook are merging
to form a super-social media site – YouTwitFace.
—Conan O'Brien

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