

The Dos and Don'ts of Social Media

When using social media for your Community Bookseller business, it's important to remember that social media for business is different from social media for personal use. Don't spam your friends!

Here are some important guidelines to keep in mind as you use social media for your business.

DO	DON'T
Be sure that your social networking profiles on tools like Facebook and Twitter include your name.	Set up profiles named only "Barefoot Books" or that use other copyrighted terms that could confuse customers.
Get to know people who love books and kids, and who share your interests, online.	Immediately try to sell to new contacts. Focus on building relationships with them first.
Share content with your social networking contacts about the benefits of reading with kids.	Make every post an ad for Barefoot Books.
Talk about your business as it affects you, with enthusiasm. For example, you might share pictures of your kids reading Barefoot Books, or your participation in an event.	Write posts that directly pitch the products or the Community Bookseller program on your personal profiles. This is against the terms of service of most social networking sites.
Share more specific business posts in an opt-in area, like a Facebook Page or email list.	Pitch your business to people that haven't opted in, either through email or online.
Be kind! Remember there are people on the end of every status update. Treat them the same way you would in person.	Be "all business." Social networks are about people, first and foremost. Enjoy getting to know people!