

## FACT SHEET 3

# SOCIAL MEDIA – COMMON CONCERNS

So you've created your Twitter account, your clinic has a Facebook page and you've already secured hundreds of fans who are regularly engaging with your content. Unfortunately, that's not always the end of the story. Social media can go wrong, and there are a number of common issues you may well face down the track. Here are some of the most common concerns, and some simple advice to keep you on track.

**1. Dealing with negative feedback** Just as social media can help propagate your brand, negative feedback posted on your public feeds has the potential to be very damaging. However tempting it might be, removing or ignoring the public negative commentary is simply not an option. Instead, take advantage of the fact that social media allows you to engage with your readers in real time. Respond as soon as you're made aware of the feedback and offer to take the conversation offline.

**2. Mistweets** Everybody makes mistakes, but when it comes to accidentally posting an erroneous message to Twitter or Facebook, mistakes can be costly. Even something as common as a typo can cast aspersions about your brand. Introducing a two-step approval process using a social media management system ensures at least two sets of eyes see every Twitter or Facebook post before it goes live, reducing the possibility of incorrect or even purposely harmful posts becoming public.

**3. Security** Password protection is key when it comes to protecting your online accounts. Take the time to develop a strong and complex password combination to protect your accounts from scams and other security issues. If you can't think of anything more secure than 'password' (still the most common password in 2012), you can always try using a password management tool, which will store and generate secure passwords for you.

**4. Lack of resources** With Facebook, Pinterest, Twitter, Instagram, LinkedIn and YouTube (to name a few) all vying for your attention, it can be hard for small companies to spread their resources and manage each channel efficiently and effectively. If resource is an issue, identify which of the social media channels your organisation will benefit most from and focus on that. If you feel you need presence across each of the channels but lack the time or knowledge to make the most of your efforts, then think about outsourcing your social networking strategy to an expert.

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**If in doubt, talk to an expert. The team at Bella Media are experts in social networking and content generation. Call 02 9398 2755 to talk to us about your social networking strategy.**