

## How to use the 5 C's for success in Social Media – Part 1

By Blair Ball

It wasn't too long ago that print media ruled the day and the nightly news on TV is where we tuned in for all the news of the day. Now there is a new kid on the block. Social Media, the new way to communicate that will define you and your business. That could be a good thing or maybe not.

So what exactly is Social Media?

“Social Media is utilizing various technologies, words, pictures and social interaction to communicate with on another.

The growth is staggering.

- Facebook for example has just passed 400 million users. [www.facebook.com](http://www.facebook.com)
- Twitter is getting 50 million tweets a day. [www.twitter.com](http://www.twitter.com)
- Linked-in now has 60 million users. [www.linkedin.com](http://www.linkedin.com)

Best news of all, it is free.

**Connect-** Your first pursuit with any Social Networking site is to find people to connect with. Friend and Fan those you are already aware of the use Social Media and the branch out. Don't just randomly add people of friend those back because they have added you. Instead, check out their page and see what things you may have in common. This will cause you to have a more positive and long-lasting relationship with people, instead of numbers.

**Communicate-** After connecting, you need to reach out and communicate. Don't wait for people to talk to you. Instead strike up a conversation, whether it is in 140 characters (Twitter) or more. This shouldn't be too difficult since now; you have made connections with people who interest you in some way. Just remember to ask open ended question and to keep the 5 W's close at hand. People tend to respond better when statuses begin with What, Where, Who, When, Why and even sometimes How.

**Consistent-** Now that you have made some friends and you are now chatting with one another, it is time to remain consistent. You need to keep in touch and it's not just on occasion, you need to continue connecting and communicating. People will now expect it from you and will move on quickly if you don't. If you don't ask questions or respond, people will lose interest. Step up your game by promoting, sharing photos or videos, giving tips and lists or something as simple as leaving comments,

While all this new media can be daunting, sometimes waiting for all the lights to be on green before you leave the house will put you further behind. So get started connecting, and embrace the new wave, and remember to have some fun along the way.