

How to use the 5 C's for success in Social Media - Part II

By Blair Evan Ball

Social Media continues to explode. Since my article Part I, Facebook is now rapidly approaching 500 million users. Linked-In just passed 65 million users, and Twitter will approach 28 million users this year.

Facebook now gets 3.5 billion photographs a month uploaded to its site. Be sure you are aware of their privacy policies which recently ran into some pushback from its members. Also, be aware of copyright policies when you post your pictures which are now available to everyone.

1. **Constructive-** Think before you type. Being online will not shun you from criticism or negative feedback, and whether it has to do with business or pleasure, you need to respond in a constructive manner. Yes, you will have your share of trolls (People who leave negative comments just for the sake of it) and those who are perhaps genuinely upset. This could be due to what was said or perhaps something in which your business did or did not do. Regardless of the reasons, you must take them seriously and not personally. Respond in a professional manner and always follow through. Just because it was a negative feedback doesn't mean that the outcome has to be as well. Since Social Networks are public, you can always redeem yourself in your response.
2. **Care-** This is one of the most important things you will need to do while utilizing Social Media, it is sometimes the one that is forgotten... Care about what you do, promote, say and who you are in contact with. This doesn't mean that you have to like everyone, just care that they like you. When using Social Media, your content must be of importance to you, your presentation must matter and even the smallest details should come upon your care radar. Don't think people aren't watching, they are, someone always is, and that someone should always be in the fore front of your mind.

Whether you are new to Social Media or have just lost your way, give these five C's to Social Media a try and watch the sixth C of Social Media grow, which is Community. These basic, yet important facts will be the life saver to you expanding your brand as a person or a business. Remember them the next time you use your Social Networking sites and be sure to share this with your Social Media friends.

Remember it's about getting the word out and connecting. Let's all make a concerted effort to get the word out in the community about the Memphis Camera Club the great things we have to offer Memphis and surrounding communities. These are great free tools to help in that endeavor.

Here are some of my examples. In my recent survey of the MCC members quite a few had Facebook, but only a couple had a Twitter account or Linked-In. So what's holding you back?

Twitter

[BlairEvanBall](#)

[BlairBallPhotos](#)

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Linked-In

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