25 DOs and DON’Ts To Succeed In Social Media Marketing Summary

DOs For Content

—Post Your Content Often

—Spice It Up

—Read Before You Share

—Write Your Own Content More Often

—Find Reliable Sources

DON’Ts For Content

—Be Too Broad

—Share Too Often

—Not Sharing Enough

—Inconsistent Posting

—Excessive Retweeting/Sharing/Repinning

DOs For Audience

—Focus On Growing A Targeted Following

—Interact With Your Audience

—Follow Back

—Set Goals

—Provide Your Audience With Free Value

DON’Ts For Audience

—Focus On The Number

—Only Think About Getting More Sales

—Buy Fake Followers

—Develop An Ego Based On Audience Size

—Keep Them On Social Media

DOs For Interaction

—Ask Questions

—Answer Questions

—Ask For An Opinion

—Thank People For Sharing Your Content

—Free Product Promotions

DON’Ts For Interaction

—Ask For Shout Outs

—Get Into Verbal Fights

—Exclusively Interact By Thanking People For The Follow

—Post Before Thinking

—Ignore Direct Messages

DOs For Growth

—Read Social Media Articles

—Create A Simple Plan

—Go On Social Media Every Day

—Cross Promotion Across Your Social Networks

—Build An Email List

DON’Ts For Growth

—Spend Money Prematurely

—Use All Of The Social Networks

—Churn

—Become Impatient

—Beg For The Follow

DOs For Time Management

—Use A Few Social Media Tools

—Use Social Media Tools Instead Of The Social Networks

—Have Something Important To Do Other Than Social Media

—Use The Three Step Process

—Set A Timer

DON’Ts For Time Management

—Look At Trending Topics

—Surf Through YouTube Videos

—Manually Do The Things You Can Do Automatically

—Make Excuses

—Let Social Media Consume Your Life

As a reference, [here is a link to the original article](http://marcguberti.com/2015/06/successful-social-media-marketing-guidelines/).

You can use Command F or Control F (depending on your computer) to access your browser’s word finder. You can then search a specific DO or DON’T such as “Use A Few Social Media Tools,” and you will be automatically brought over to the section of my blog post with the words “Use A Few Social Media Tools.