

# 5 People You Don't Want to Be on Social Media

Social media presents many opportunities for salespeople, but there are some common mistakes to watch out for. Here are five social media missteps that you should strive to avoid.

## 1 The No-Show

While not all of your customers and prospects are active on social media, many are. And they're looking for you. While some may say that you can't damage your reputation by avoiding social media, there is a risk of looking out of date and out of touch if you're nowhere to be found or if you have a very minimal presence.

Be findable and look your best!



## 2 The LinkedIn Job Seeker



LinkedIn used to be the site for job seekers, but it's much more than that now. Today's LinkedIn is the place for building and strengthening professional relationships, learning, and joining an ongoing global conversation. If your LinkedIn profile reads like a resume, you're sending a pretty strange message.

Instead, create a customer-centric LinkedIn profile that explains what you do and who you do it for, inviting people to contact you for assistance. Make yourself a magnet for business-building conversations.

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## The Confusing Facebook User

Facebook is a great place to show that you're a real person with real family, real friends, real community involvement, and more. It's not the place to do heavy selling. Too much business on Facebook confuses people since that's not what most people are there for.

Don't miss the opportunity to show that you're a person who cares and who's worthy of the trust your customers place in you.



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## The Promotional Bullhorn



If all you do on social media is promote yourself and your company, you're sending a clear message—but not a good one. People don't want to be sold to. They do, however, often want to buy. When they do, they buy from people who have earned their trust.

It's okay to promote yourself and your company, in moderation, but you'll build more trust and nurture better relationships if you work that content in amongst a lot of high-quality, non-selling content and conversation.

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## The Single-Minded Hunter

If you see social media as nothing but a hunting ground, you're chasing people away. Nobody wants to be hunted. Sales pitches left and right cause people to put up walls to keep you away.

Build trust, instead, to make yourself a magnet that attracts potential customers. They'll be far more receptive to your message if you slow down and invest in giving first.



Want more information and tips for doing social selling right? Get our complimentary expert's guide, *The Big Book of Social Selling Excellence*.

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