

Fence Sitting

I am still a social media fence sitter. However, I recently read an article in Networking Today written by Annie Jennings that caught my attention. Jennings makes some very strong points and not once does she refer to a 'target market'. Nope, it's all about people not markets.

She writes, **"No social media presence? No problem...for your competitors that is."**

Jennings believes that our competitors are probably quite happy that we do not have a social media presence because it means, MORE FOR THEM.

If you are thinking of social media for yourself, Jennings warns us against the mistake of entering with the goal of hunting for our next sale. Social media is NOT the place for spam or anything resembling hard selling. Instead, we become part of an engaged community where members are there to help each other.

Jennings states that, **"in advertising you have 30 seconds to get your message across. In social media you have a lot more time."**

We get to know other group members and they get to know us. We learn what they're good at and they find out about our areas of expertise. Who would you buy from? Someone that you know and trust of course.

To read more about social media, visit the article written by Annie Jennings at:

www.networkingtoday.com.

In the "View and Search" box, key in the name Annie Jennings and it will take you to articles written by her including the one titled, *"How to Ruin Social Media Strategy for Your Company"*.

On a lighter note...

Cat Lover's Blog

What better way to learn about blogging than to start a blog yourself. That's what I did. I had quite a good time creating it and I hope that you enjoy reading it. Visit my website and click the button that says, "Cat Lovers Blog". Check back occasionally to see current entries.

<http://atkinsongraphics.blogspot.com/>

Need a website? Your current website isn't working for you? Contact me to receive a custom designed site for a price that you can afford.

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