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My top social media pet peeves

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Normally I reserve this space for all the positive things social media has brought to our business landscape and the effectiveness of using it. This month I have been asked to explain my biggest pet peeves rather than having those who work around me running in fear as I furiously scream out from inside my office. I scream in order to release the negative energy I find builds up when posts contain these simple and avoidable mistakes.

The double link: This is one of the least offensive but it still finds its way into the pet peeve section of my brain. The double link is when you have a link attached to your post yet you still provide the link in your post. Once the link has been attached you can erase the original link and just share your status. It has a cleaner feel and more professional look.

Posting without explaining what the post is or why they posted it: This pet peeve refers to pictures or articles shared without added information or opinion on the image or article shared. Why are you sharing this? Where is the engagement? Where is the call to action? Each post should answer these three simple questions. Otherwise you're leaving the follower or subscriber to figure it out and ain't nobody got time for that!

Using an identical post across multiple platforms: This only bothers me because it seems that it should be a no brainer. The first reason is that if you post the same content, for instance to LinkedIn, Twitter, and Facebook, then why should I follow all three platforms, when essentially I need to follow only one. Second, each following of your networks on separate platforms is different in how they consume content. I understand using the same content across multiple platforms but repurpose it or alter it to fit your following of the specific networks.

Grammar and punctuation: This is my greatest pet peeve and not because I don't fall victim from time to time myself, but because it is summed up in one simple word - effort. The effort to double check your work before you click "post" or "share."

A great trick I use to avoid these simple mistakes is to think of each social media post as a "for sale" sign. A "for sale" sign is an extension of professionalism for the Realtor, much like the social media post is for the marketer.

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