

Is this the access clients or future clients need?

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As we pass the halfway point in 2015 the biggest question I receive is "How do I justify my budget for social media when the engagement isn't there?" Some tell me, "I told you so," social media is a fad. Others, who were on board once, are now falling off the wagon. Let's just relax for a minute and take a deep breath. First, I acknowledge that Facebook has made it nearly impossible for engagement to happen via organic reach. LinkedIn is just picking up steam in its engagement as it has increased year after year. What does all this mean? Nothing really, because the idea of being social is not just technology but a company philosophy.

Facebook, Twitter, and LinkedIn are platforms to share information as you need to. That alone does not make your company social. Being social is allowing access to your company and its information. This means you can be more social via the phone, email, website as well as any other platforms that allow access to the information a potential customer needs. When thinking of social media, think in terms of granting access to those that need the information you provide. It does not matter what medium you choose because there will always be a new medium available to use. Facebook, Twitter and LinkedIn aren't the end-all be-all, they are merely a means in which to relay information today.

Being social is not a fad nor should it dominate your marketing budget. It is a tool for the company to open its virtual doors, allow visitors to come in and get the information they need. Whether you are blogging, podcasting, or sharing a press release, remember that using social media is about sharing information that is necessary to your readership. So if you're looking for engagement the next time you make an update, share a post or tweet out an article, ask yourself "Is this the access my clients or future clients need?"

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