

5 Things Social Media Can't Do

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Despite the numerous benefits that social media can bring to a business or individual, there are many misconceptions about what it can and can't accomplish. Far too often, unrealistic expectations lead to disappointment. Knowing what social media can't do will make it easier to harness the power of what it can accomplish.

5 THINGS SOCIAL MEDIA CAN'T DO:

Replace A Marketing Strategy

Social media is powerful, but it isn't a stand-alone substitute for a marketing strategy. Effective marketing strategies can and should incorporate social media elements. However, simply launching a StumbleUpon account or Facebook Page isn't going to cut it.

Deliver Instantaneous Success

Creating a [Twitter account](#) and expecting a few tweets to have followers flocking to you is unrealistic and highly improbable. Social media is a marathon, not a race and it takes time to cultivate a presence and following. Be patient with social media and you'll be generously rewarded in return.

Guarantee Influence

Just because you believe that your business, [product or service](#) may be heads above the rest, doesn't mean that others will. Social media is a jungle and it takes an expert guide to navigate the landscape. But even the most seasoned social media consultants can't generate an interest if the masses don't care.

Can't Save A Sinking Ship

If a brand or business is going down, implementing a social media campaign isn't going to make much of a dent in repairing the damage. Remember, transparency is critical with social media. Neglecting to be open and honest with your audience can permanently tarnish your reputation.

Be One Person's Responsibility

When a business becomes involved with social media, each employee becomes that company's social media ambassador. It's up to [everyone](#) to promote the brand, not just the social media consultant. Social networking can greatly enhance social media efforts and it's important to bolster initiatives by getting involved in positive and meaningful ways.

In Conclusion:

Social media isn't a miracle worker, but it's a definite must-have component for any good marketing strategy. Comments are welcomed. Thanks for reading and sharing with your business friends.

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