

Social Media Cheat Sheet

Don't be a social lurker

Don't stay hidden or quiet

Don't keep content to yourself

Don't waste time on cat videos

Don't do passive consumption

Don't ignore good content

Don't just read, link or like a post

Don't share without an intro

Don't be haphazard about social

Don't expect to get better in a day

Do be a social lover

Do respond publicly and often

Do use multiple content channels

Do use social to get started

Do engage with good content

Do comment on and share posts

Do subscribe to good blogs

Do help others succeed

Do comment on and share blogs

Do mention authors by name

Do write an intro to your shares

Do use social sharing buttons

Do reciprocate others' shares

Do set aside time for social sharing