

Discover an easier way to attract followers by learning...

The RULES

**...and what happens when you
break the rules.**

By: Rob Anspach

THE TOP 20
COMMON SENSE
DO'S & DON'TS
OF POSTING TO
SOCIAL MEDIA

Yes, common sense!

But as we both know people's interpretation of "common sense" doesn't always make sense. So I've assembled these 20 do's & don'ts to help you with your social media postings.

Social media isn't rocket science...in fact, it can be "easy-peasy" if you understand your audience.

But there lies the rub...

Most entrepreneurs don't understand their audience, and think social media is a big waste of time. They can't comprehend that social is so much different than running ads in phone books, or putting out a radio or TV commercial. Social is in essence a conversation that leads to building trust.

Trust is that very thing that gets your audience to become paying customers.

So these rules as I like to call them, will help guide you in building that trust and converting "likes" to clients.

Yes, it takes time. Yes, you have to put in some effort.

No, it's not an instant way to make sales.

But, over the long term...social can be more effective than "yellow page" ads, TV commercials, fliers, coupons and discounted offers.

Let's review the Do's...

1. **Do-** Post about what is relevant to you (your hobbies, interests and activities)
2. **Do-** Post about your business
3. **Do-** Post about your pets
4. **Do-** Post press releases
5. **Do-** Post specials
6. **Do-** Post about how your employee made a client feel special
7. **Do-** Post testimonials, pictures and videos of your work
8. **Do-** Post about how you solved a client's problem
9. **Do-** Post or (retweet) a story of interest
10. **Do-** Post about a job opening in your company

Mix it up!

If you are constantly posting the same things over and over again your fans, friends and followers will grow tired and stop commenting, sharing and or liking.

Theme Your Days

What? You don't know what that means. Well, creating a theme for each day will make it so much easier for you to create content. And quite possibly remove reduce the stress and frustration of trying to come up with content throughout the month.

Here's out it works...

Make every day a different theme, a different focus.

Monday's could be #MotivationMonday – where you share motivational quotes.

Tuesday's could be #TestimonialTuesday – where you share testimonials, reviews and feedback clients have posted about your service.

Wednesday's could be #WednesdayWins – where you talk the hurdles you overcame that week.

Get the idea?

It's not complicated at all.

But once you theme out your days.

It will make creating content so much easier.

Think about it... if every day is themed out, you already know what you should post for that day.

Here's how I normally theme my social posts out...

Monday – motivational quote

Tuesday - testimonial

Wednesday - video

Thursday – throwback picture

Friday – answer a frequently asked question

Saturday – share a blog from my website

Sunday – Weekend Wisdom

Now the don'ts...

1. **Don't**- Post about how much a client is worth
2. **Don't**- Post a location (geo tagging/geo targeting)
3. **Don't**- Post about guns, alcohol or tobacco
4. **Don't**- Post terroristic threats or any mention of bombs
5. **Don't**- Post offensive language (and that means the "f" word)
6. **Don't**- Talk politics
7. **Don't**- Post negative comments about competitors, clients, employees, vendors or bosses.
8. **Don't**- Post pictures of client's possessions (keep all pictures to areas you are working in)
9. **Don't**- Post pornography or allow others to post it to your site
10. **Don't**- Post crime and/or horrific pictures

Over the last decade Facebook in particular is starting to crack down on anything deemed offensive. And sadly, they are allowing users to report other users.

And, sometimes one's perspective of what's offensive is not at all offensive to someone else. Yet, it gets reported and then the powers that be at Facebook make a judgment call and decide what to do.

Most times the punishment is "time out".

Yup, a good old fashioned stand in the corner and don't say a word "time out".

Well in Facebook's case it's usually a 30-day suspension of using your account.

A friend of mine loves to post about politics, and he's pretty passionate about it. Unfortunately, others don't share that passion. So my friend ends up in Facebook jail just about every month.

But then I've known others who get a one-day suspension, a little slap on the wrist, told not to do it again and are back on the Facebook streets spouting their mouths off again. Seems there is no rhyme or reason.

So, it's best to understand the rules.

SOCIAL MEDIA WARNING

1. You have the right to be silent and not post.
2. Anything you post can and will be used against you in a court of law and by total strangers.
3. You have the right to talk to a lawyer, but it probably won't help you.
4. If you cannot afford a lawyer, one could be appointed to you, but highly doubtful.
5. You can decide at any time to delete your account, but any information you've shared will be made available to anyone to find, repost and used to make fun of you.

WAIVER

Do you understand each of these rights I have explained to you?
Having these rights in mind, do you wish to post to social media now?

Think before you post... discover the rules of posting... www.AnspachMedia.com/the-rules

Dropping The F-BOMB



About the "F" word...it's really bad form!

It shows that you have a freshman mentality and that you haven't taken the time to master the language. Plus, it's offensive!

Remember who is following you, they could be kids, priests, rabbi's, potential clients...and one wrong slip of the "F" word or any other curse word could land you in deep do-do!

Oh, but Rob, you might be ready to say, it's just a word and everyone says it. Even big guru's say it. And I would say, yes they do, but it doesn't make it right.

Those gurus realize that they need to go after a younger crowd who speaks their language unfortunately in doing so they alienate the very crowd who has the money to hire them.

So yeah, don't just don't say it or post it.

*I created this list 10 years ago in 2009 as a tool to teach entrepreneurs how to post to social media...over the years I've modified the rules and yes, I've been known to break a few. And let me tell you, it never turns out well when I do.

Social media is a great tool when used correctly, but can be that very thing that incriminates you when you screw up and post something you shouldn't have.

Use proper judgement...and if it's not something your grandma would approve, then don't post it.

**And yes, these rules apply to Facebook, Twitter, LinkedIn, Instagram, Pinterest, Google+, YouTube, Snapchat and the host of others.

If you wish to understand social media even more, I would encourage you to read my books and discover for yourself how to effectively use social media to grow your business.

And if I can help you in anyway, whether as a consultant, a speaker or having my team do it for you...my goal is to make sure we are helping you build trust with your audience.



Rob Anspach

About Rob

Rob is an experienced Digital Marketer, Social Media Strategist, SEO Expert, Author, Corporate Ghostwriter, Speaker and Trust Creator who can transform and monetize your brand.

He's the author of ["Social Media Debunked"](#), ["Share: 27 Ways To Boost Your Social Media Experience, Build Trust and Attract Followers"](#) and ["Lessons From The Dojo: 101 Ways To Improve Your Life, Business and Relationships"](#) and the coauthor of ["Optimize This: How Two Carpet Cleaners Consistently Beat Web Designers On The Search Engines"](#), ["The #AskDrA Books 1 & 2: Easy & Practical Answers To Enjoying Life As A New Sleeper"](#), ["No Experience Necessary: Social Media For The Boomers, Gen X-ers & The Over 50 Entrepreneur"](#) and ["Power Guesting: Insider Secrets To Profit From Being A Great Podcasting Guest."](#)



Rob is the host & creator of the [E-Heroes Podcast](#), an interview series for entrepreneurs, which can be found on iTunes, Player FM, Google Play, Apple TV, Subscribe On Android, Cast Box, Storiyo, YouTube, TuneIn, Listen Notes & BluBry.



Rob works inside corporations across the globe, helping companies generate new revenue and capture online business.

Rob is also available to share talks and give interviews.

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