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Online Communications – Networking in Forums & Social Media Facebook Etiquette

Find online communities that fit your passion with people who are like minded.

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1999 words | 7 pages

Find online communities that fit your passion with people who are like minded. Let people know about your business in subtle ways, without pouncing on them before you've had a chance to build a relationship and know what they are interested in. For instance, if you home school, find home school communities online. If you have a passion for cooking find those communities with recipe exchanges, if you like crafts find crafters. Writers join writing communities. If you're gluten free, have a passion for health and fitness look for those type communities. Make connections, share and exchange ideas and be sure to post a link back to your blog or website in the signature or profile area.

Use the same username and password for all forum registrations. This makes it easier to remember them. You could also make a list of all your forums and memberships and put them in an online file for quick and easy access to all your links. Every now and then change your password up and keep a record of it.

It's a good idea to use your real name as your username to brand you online. I use my name sueseward for all online forum communities. I've branded that name for sixteen years online. Use a real photo of yourself. A nice professional headshot or one taken with a personal camera will do.

Be professional and graceful at all times. Do not use the forums to blatantly advertise your business. Only place ads in specified areas, especially in Facebook groups (see more about Facebook below). Be prepared to receive spam (other people are going to be sending you their business information). Do not take it personally; they are just doing their job. Use the delete button and stay focused on building relationships for your business.

> **What I've done is set up a special email address that I post on forums, my blog, website, and Facebook. I set it up on Vacation mode with an automatic message that goes out to anyone who sends email to that address and that message leads them to my personal website.**

When I check that email account I delete the ones that are spam. If anyone of them are truly interested they will visit my website and contact me.

> **Forums are for giving, receiving advice, contributing information and content which people glean value and benefit from.**

Always make sure you set up your signature file with your website link and your sig line will show up on all your post when posting in online message boards. If someone wants to get in touch with you or learn about your business or products/services they will visit your link. See how we do this on Facebook below.

30 to 40 minutes a day spent in the forums can be effective if done properly. Be consistent and make it productive time for networking and creating relationships. Exposure is key as people will start to recognize

you. Getting into arguments or debates about who has the best company, products, or compensation plan is usually a waste of time because everyone thinks theirs is best.

Always respect other people, their company, and what they do. When someone tells you they are focused on a specific company, do not tell them they are making a mistake, a bad decision, or insinuate they are stupid for not wanting to do your deal. This is an insult and will not create any real business relationships. Why would someone be attracted to this sort of attitude?

It's interesting when someone contacts me and says "you're going to love or like this". How do you know what I like or love? That's a bit arrogant and pushy. Especially when we don't know one another. I receive emails, calls, Facebook private messages, affiliate opportunities, offers, and I'm asked to look at all sorts of opportunities quite often since I've been online sixteen years. I politely thank them for thinking of me and let them know that I'm extremely focused on one thing and one thing only. If they tell me I'm making a bad decision I let it go and have no further discussions. This sort of thing online can be a real distraction if we allow it. Stay focused.

> **I build relationships with people, not just try and ram my business or products down their throat and insinuate that they are making a bad decision if they aren't interested.**

I got involved once before like this with someone online before getting to know them a bit and that turned out to be the bad decision. It was a good lesson to learn and I do not plan to make that mistake again.

Read over a few forum posts first to get a feel for the members and their personalities and then contribute content. Everyone has something to learn and something to contribute even if they're new to the forums or the Network Marketing industry.

Be polite; remember what goes around always comes back around sooner or later. Keep bridges and relationships in good standing. Treat

people like you would like to be treated. Remember they have a company and product they are passionate about too so be respectful of them, their company, products and their business.

Remember people are lurking on the forums looking for companies, products and/or services as well as a credible sponsor and team. When they come across people who are professional, polite, with a giving back attitude, guess who they're going to contact when they are in the looking zone? This happened recently with someone from New Zealand, who found me posting in one of the forums. She turned out to be a customer for my business.

Make sure to first introduce yourself in the introduction area. This is actually where people will expect you to share all about yourself and what you do and what your business/product or service is. Make sure you're professional and it doesn't appear as advertising.

> **People don't like to be sold, they like to be heard, so listen to what others are saying in the forums and respond to them by returning something of value that they can actually use in developing their own business.**

Remember the most important thing about marketing online is to brand you as a professional. Be yourself, treat others with respect and never bash their company, products or services. If any sort of negative information from a reliable source comes across your desk, or you've had some sort of experience with a particular company that you know for a fact to be true, email it to the person or send them a private message on Facebook instead of posting it in the forums or on their Facebook wall for all the world to see.

When networking in discussion forums is done properly it's a great way to make connections, build relationships and meet new and future business partners.

Social Media & Facebook Etiquette

We'd all like to attract, influence, and build more relationships on Facebook and other social media community's, right? We want more friends and connections that lead to long term relationships, yes? We certainly don't want to be accused of harassing people do we?

Lesson #1 - Another person's Facebook wall or a corporate fan page is **never a place for us to post links to our company, opportunities**, marketing systems, online deals, Lead programs, systems, or affiliate programs. Do NOT do it. It's just as intrusive as walking into someone's living room and plopping down our products and business information on their coffee table without their permission. Its old school, it's rude, it's offensive, and it just doesn't work or build long term relationships.

Here's what happens when someone does this on Facebook and it applies to posting on anyone's Facebook wall -

1. We realize people who may do this are either very new to the Internet and just do not know it's inappropriate, or when they continue to do this, it just starts to become rude and annoying, especially when we make it perfectly clear what company we are associated with. When we have a Facebook badge with our company logo it's pretty obvious.

2. Anyone who does continue to do this over and over after we've explained it we remember the name and we are not very happy about their behavior or impressed with them and most likely they become unfriended, blocked and sometimes reported if the behavior continues.

3. We use the delete button too when someone isn't listening.

4. Doing this actually turns people off and doesn't help make more connections or produce any real relationships with people or anything positive, so it is not worth the time doing.

5. It's also not appropriate to troll someone's Facebook page and contact their friends about your opportunity, especially when they have asked for information from the person who's page they are on. Anyone who continues to do this risks their reputation and integrity. Remember, what goes around comes around.

The best thing to do is to teach someone who is less informed on Facebook and/or social media etiquette, to choose wisely on how to network and connect properly on Facebook and most importantly build

relationships and plant seeds! A good example is the book, **'How to Make Friends and Influence People?'**

When a company has issues and a person with that company decides to move on, it's not appropriate for them to start trolling Facebook to send people who have decided to stay with that company, links to a new deal especially when they never requested the information. If they contact you or if a company has closed down that's a different situation. People will then most likely be in the looking zone and will be in touch with the people they have built relationships with.

Do not go onto someone's Facebook wall and post information or links to another business opportunity, affiliate or program, unless they have given permission.

Those who are interested and seeking information about a company, products or services, will connect with the people they have been networking, planting seeds, keeping in touch and building relationships with.

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