SOCIAL MEDIA | PERSONAL GROWTH | PROFESSIONAL DEVELOPMENT

Social Media and Network Marketing

"You're already doing it, just do it right! If you are active in social media, you are networking."

By **Cindy Hannon**

641 words | 2 pages

You're already doing it, just do it right! If you are active in social media, you are networking. You have friends, you follow people, people follow you…how about a social media challenge. Learn to use it to your advantage. If you want to find success in using Social Media, there are certain things that you must do in order for that to happen. I am not a pro at it; I do know there are people who have had great success. But I am here to share what I can and what I do know works.

"We have so much available, Facebook, LinkedIn, Twitter just to name a few."

Recently I have started using Instagram more and more, I am starting to see new followers come up daily to my account. I post personal things; I have a passion for bible or sometimes called faith journaling, so I post photos connected to that.

People with similar interests will find my posts, if they find things interesting enough, they will follow.

I post photos that are seasonal or fun. I use hash tags; that's a way for others find me. Now that I have people following me, it's easy to sneak in a post about a product,

or an event to spark interest, not to be pushy. I want to see people engage, to like things, not to just scroll past. One thing I do know about people, if you are focused on trying to sell them a product, they have a tendency to turn you off.

So here are some basic guidelines to follow.

"Your job is to spark their interest in you. Be positive and encouraging."

Interact with those you are connected to in a positive way. They are interested in themselves more than they are in you. *Don't post about what a horrible day it has been, about the rude person on line ahead of you, you don't want to be seen as a negative person, you want to be viewed as positive and encouraging. If someone posts a photo of a pet, baby or grandchild, like or love it, don't rule out making a positive comment on it. You want to be building relationships. I have friends on FB whom I have "met" living in my country because of people I know across the globe. It happened simply because of positive interactions with them on a mutual friends post. Take it from there and make new friends, interact because you goal, ultimately, will be to find potential customers and business partners. That will not happen if they "un-friend" you or if every other post you are trying to sell them something, so they begin scrolling right past your posts.* Make positive and interesting posts, you want your personality to shine; you want them to like you.

Once you build relationships, you can send them personal messages. I know that people have had success with that. If they have posted something and you can help, send a private message. Not on their wall or timeline, but person to person with people excited to meet and hear your words of wisdom. You can walk into a room filled with people standing and applauding your appearance that you can't wait to learn from you and hang on every word.

Cindy Hannon

Cindy, married to her high school sweetheart, has been at his side in Network Marketing since the late 70's.They actually caught a glimpse and the fever when they were still in high school, but actually did not take action until a decade later.
Spending time with people and inspiring is her joy.