
TOP 10
REASONS
YOUR
SOCIAL
MEDIA
ISN'T
WORKING
LATE
SHOW
with David Letterman

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Loves airplanes and military history

- Has flown with the Blue Angels
- Skydived with the Golden Knights
- Flown in a dozen WWII aircraft



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#1 – You don't have a plan

You must establish a plan linking your social media program to your business goals to be effective and avoid wasting effort

1. Be a place people want to say good things about
2. Know your audience
3. Set your goals
4. Plan your platforms
5. Craft your message
6. Measure and adjust
7. Repeat endlessly



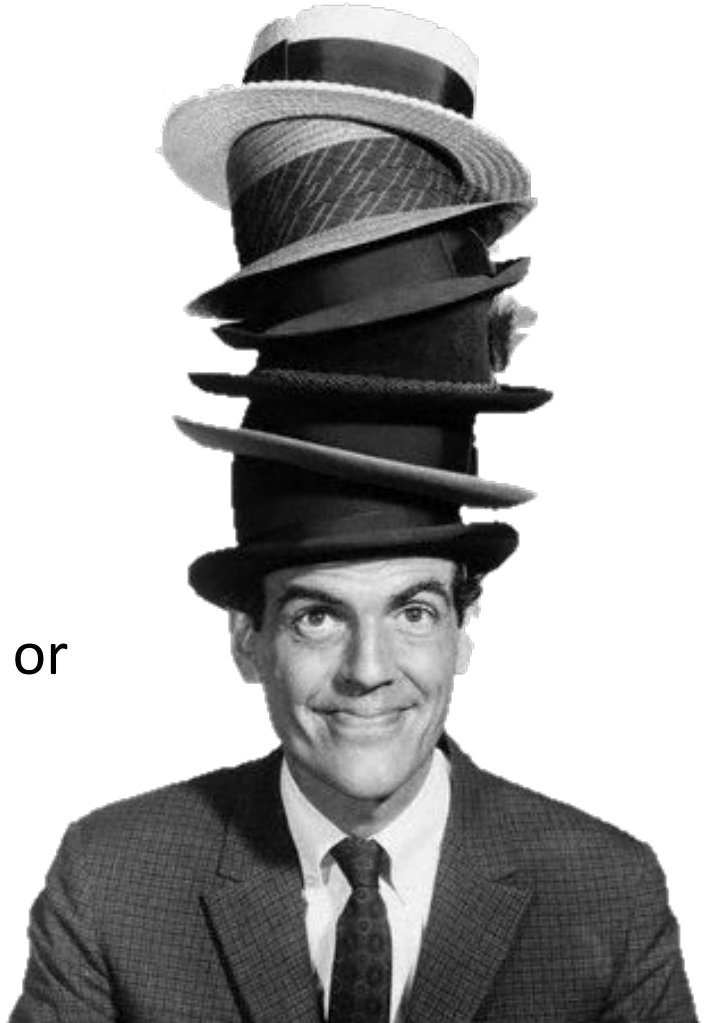
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#2 – You're working alone

Your hat rack is only so big

- What is your time worth?
- Unless Social Media is your ONLY job, you need to recruit help
- Could be added headcount, but could also be other parts of the organization, AI assistance, or agency help



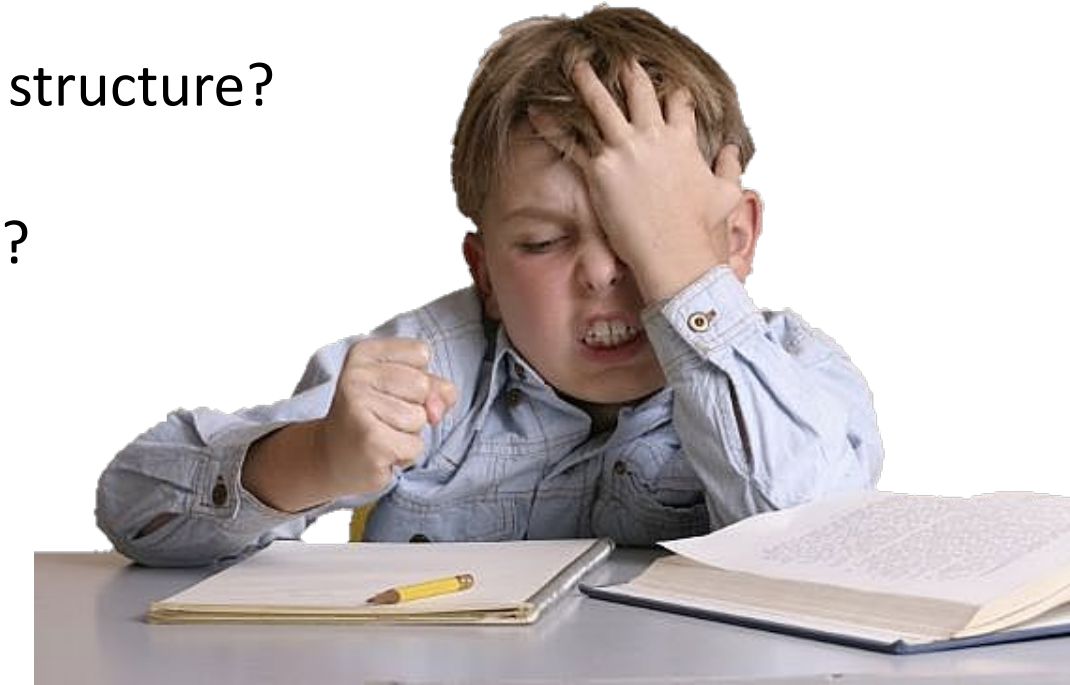
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#3 – You're not a writer

You have to create genuinely useful or entertaining content

- Social media is the skill of storytelling at scale
- Have a story in mind before you create the content
- What is the hook > value > action structure?
- How do you break creative blocks?
- Remember to be EMUS



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#4 – You're spread too thin

Your organization is on too many platforms

- You don't have to be everywhere
- On which channels can you consistently produce content?
- Stay off the bandwagon



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#5 – Your aim is off

You're optimizing for likes instead of actions

- The algorithm rewards engagement, but your business goals probably require actions – what is the balance?
- Use a one-two punch approach
- Use your discretionary budget tactically
- Use content loops to lead to CTAs
- Try social-only specials



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#6 – You're not being you

Sincerity and transparency are everything on social media

- What (or who) is your brand voice?
- Deliver on promises
- Stay professional, but have fun
- Own mistakes and fix them
- Show the process
- Respond quickly and be real



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#7 – You're no fun

What is your sense of humor

- Most popular accounts are playful, funny, mischievous, or irreverent... BUT STILL ON BRAND
- Why would anyone follow you?
- Take your customers seriously, not yourself
- Learn to take a joke too



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#8 – You're not listening

Grandma said you have two ears and one mouth for a reason

- Make sure you monitor as well as post
- Mine media for info
- Set Google Alerts & search
- Thank your evangelists
- React to market push-back
- Follow your competition



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#9 – You're erratic

Consistency counts more than virality

- Know your top post times/days
- Know your post lifespan on each platform
- Maintain your brand voice, always
- Disappearing for even a few days can set you back with the algorithm
- Have a stockpile of equity messaging



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#10 – You're Invisible

The rules of the game have changed, and competition has never been more intense

- Algorithm rewards dwell time, video, comments & shares (engagement)
- More recommendations, less reach
- News less central
- AI slop vying for attention



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BONUS: You're not measuring

How do you know if you're achieving your goals?

- Check post performance weekly, profile performance monthly
- Use third-party tools
- Understand what causes fluctuations (ads, tags, etc.)
- Do more of what works, less of what doesn't!



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BONUS: Strategies for failure

Things you can do to make sure your social media never works

- Inappropriate automation
- Broadcast-only philosophy (the “social” comes first)
- Use bland or bad visuals, and never make videos
- Selling at the expense of providing value to the audience
- Pay no attention to your audience
- Always take the credit and never take the blame

Questions?

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