

6 Tips on How CEOs Can Engage in Social Media

According to study conducted by UberCEO in June 2009, the country's leading CEOs aren't anywhere near as connected as their employees, partners, executives and customers are likely to be, and it gives the impression that those CEOs are distant, disinterested and disengaged. Why do CEOs need to engage in social media?

Here are six tips on how CEOs can engage in social media:

1. Start with conversations around your company

Whether or not you choose to engage in social media, conversations surrounding your business are already taking place. It is up to you to manage the conversations by adding insight into how your business runs. How does your audience see your business, and what can you do to thank those in support, or help those who have had difficulties? Join the conversation!

2. Keep in mind that social media can yield Return on Engagement

Social media can give insight into what works and what doesn't for your audience, what you can do to improve your rapport with your audience, as well as how they react to your business' actions. Listening to your audience's feedback and making an effort to improve upon your business' practices based on what was said is just one way of obtaining return on engagement.

3. Don't be afraid of negative feedback

Creating a social media profile is one thing, letting your audience engage with you makes or breaks a successful social media campaign. Choose your battles wisely and respond appropriately when necessary to negative feedback. A displeased customer will be more appreciative of you trying to fix the situation than ignoring it.

4. Increase audience loyalty

Being available on social media outlets lets your audience know that you are willing to take the time to build a relationship with them. The fact that a company's CEO is reaching out to them makes your business all the more valuable and personable.

5. Think about Integration

Companies or organizations need a central hub (i.e., a main website) to where social media campaigns can send their audience. Incorporating your social media profiles into your website by adding social media buttons can increase fellowship and the effectiveness of your social media efforts.

6. Social Media Marketing takes time to develop

Like increasing visibility of your website, seeing results in your social media efforts takes time. Constant updates and interaction will help keep your audience engaged and will ultimately yield success if done correctly.