

5 Things You Should Never Do On Facebook, LinkedIn and Twitter this Summer

With 1 billion Facebook users, 500 Million Twitter users, and 200 million users on LinkedIn - there is a lot of room for mistakes that can cost you time, money or your reputation.

According to Tracy Repchuk, Bestselling Author of *31 Days to Millionaire Marketing Miracles*, "The key to online success, getting more clients, and spending less time doing it is to avoid having a summer melt down in your social media communications."

Repchuk uses the word **KLOUT** to help remember the 5 big Social Media mistakes you should never make, because **Klout.com** is also the social media peer index that lets you know if you're making an impact in the world of social media.

Keep Talking (Prop - Newspaper and Magazine) - Twitter had a great idea - if you can't say it in 140 characters - perhaps you are saying too much. So you want to give what is expected. Magazine is about 2000, newspaper it's 250, Facebook is 150, linked in 100 to get to the point of what you want to say. And then LISTEN.

Lie - If you want to destroy your reputation fast, say something that isn't true online, and it will never go away. Kids in particular need to watch this one, because what might seem like a joke can be taken out of context, and if you're a business, the problems can get you reported to any number of agencies that regulate you.

Over Post - - (Prop: Alarm Clock) time is a precious resource - when you have something to say that will add value to someone's life - say it. Don't post a continuous stream of quotes or an hourly update of your day. Engage and educate with purpose.

Use a fake identity (Prop - Fake ID Card)- this is where you should be yourself and be authentic. Remember this is an environment where real people are visiting you and wanting to get to know you. Don't create a fictitious character or company to hide behind.

Talking trash - a growing trend seems to be to air your dirty laundry on twitter and facebook, like a bad scene from a reality show. Just because the celebs are doing it, does not mean it will work well for you and your business. Take the high road and use social media for the betterment of you and your reputation

B-ROLL: Major Social Media Celebrities

Lady Gaga Youtube video <http://www.youtube.com/watch?v=4gWPduZhzw4>

Kim Kardashian youtube video <http://www.youtube.com/watch?v=u4MxQA9iTNO>

Ashton Kutcher Youtube video <http://www.youtube.com/watch?v=-tkeDKm4Px0>



Tracy Repchuk is the Bestselling Author of "31 Days to Millionaire Marketing Miracles." With over 100,000 subscribers and a professional speaker in over 25 countries, she builds brands and platforms for every level of business.

She appears frequently in major media including ABC7, King5, 7 For Your Money, 4 On Your Side, WBZ, Report on Business Television, HGTV, CTV news, USA Today, Radio, magazine, newspaper and her work has appeared in over 50 publications.

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