

SETTING THE STANDARD

BLOG POST | JULY 2024



POGGIONE GROUP
We Tell Your Story

Are you stuck growing your followers or getting started in social media? Are you having trouble building your brand on social media?

Help is on the way. (No, I am not talking about another Ai program that you should be using!)

The Invisible Standard

Whether you like it or not, fair or not fair, every single action you take on social media from a post to a comment, a like, share, interaction, you name it, you are being judged. That goes as well for your company page. The difficult part is that you don't see the judgement and you never will. Your audience members are forming an impression of you/your page each time that an action on social media is taken. For the majority of audience members, they will be making this judgement of you in silence. You will likely never hear from them.

Check It Out for Yourself

The next time you go on social media, examine yourself when finished viewing a post. What opinion did you form? Did you like the post? React negatively or positively? Be unmoved to interact with it? Find it uplifting? What emotion did it evoke? Did you learn something? One of those items or possibly something else happened during your interaction but something did happen.

Annoying Connection You Made

Reflect on the last time you went to a party, networking event or social function and you came across someone that was rude, obnoxious or embarrassing. The next time you saw them you likely had a negative feeling come over you on seeing them and actively tried to avoid them.

How Did You Make Them Feel?

Your audience on social media is no different. How you make them feel is paramount and the impression you make on them is fundamental to building your audience. As I have discussed previously with the growing number of users on social media, it is vital to connect immediately on a positive footing to make a good first impression. Remember that first impression is not necessarily a post. It could be a comment or interaction you have that is seen by others.

Are You Stuck Growing or Starting?

If you are stuck on establishing a channel or becoming active, you may have a hidden fear. (In our previous podcast blog, we discussed fears in depth, be sure to check it out [here](#).) You must always remember that you have the power to control your social media presence, the feelings that it will leave, the message that it contains, and overall, the GOOD that it can do. Only YOU have that power each time you engage on social media.

The Lottery Post

This is also a good time to remember that even with all the negative impacts that social media has, it can also turn you into an overnight sensation with a post that goes viral. Too many people focus on the negative effects of social media rather than the positive impact it can have and the truly magnificent impact it can have in reaching potentially millions of people that don't even know you exist! Kinda like winning the lottery.

Do You Have Standards?

As you can see it is very important to ensure that your social media activities have a lasting, healthy and positive impact on your audience. For this reason, you should have some standards that not only ensure positivity but also keep you striving for greatness in your social media activities.

Setting The Standard

As we outlined in our previous blog post ([read it here](#)) it is important to let your passion and love shine forth in your social media activities so that the audience is impacted in a positive manner.

Much like a content mission statement acts to keep your content focused on the goals that you have outlined, you need an activity mission statement to help you set the standard on social media.

Activity Mission Statement

Posting/creating content is only one aspect of social media, thus you should have an activity mission statement that guides all of your activities on social media and raises them to a higher standard.

Sample Activity Mission Statement

It is important to establish an activity mission statement (especially if you have multiple people working on your social media account) that outlines an overall goal for all the activities you take on social media and can help to provide motivation in moving forward.

If you do not have an activity mission statement, you can take ours as an example as it is simple to grasp yet powerful enough to motivate and set the standard.

*Ensure that your posts, likes, comments, or interactions on social media are such that, on seeing them, people would say: **This is a model that I want to copy, interact with, follow or share.***

Wishing you much success in implementing your activity mission statement in your (or your company's) social media campaigns.

