

This Social Media Thing

A mini e-book by [Richard Stacy](#)



Why should I be bothered?

The Hammer of Distribution

Many of the ways information moves within your business and the way you communicate with the outside world is based on a mass distribution model which is becoming redundant. [Read more ...](#)

The Hammer of Transparency

Your organisation can now be approached, interrogated and exposed in ways not previously possible. This will make it increasingly difficult to create and maintain trust – unless you work out a new way to build trust that recognises that trust is moving from institutions to processes. [Read more ...](#)

The Hammer of the Niche

It is now becoming possible for many more competitors to enter your market and steal niche segments away from you. Unless you can 're-segment' your brand or business so it can deal with a greater number of smaller segments, you could face death by a thousand niches. [Read more ...](#)

One, or all, of these is going to hit you in the not too distant future as a direct result of the rise of social media

What should I do about it?

Understand your digital identity

You already have one of these and it is not being created and controlled by your web site or your current digital activities – but by your customers, consumers or other stakeholders. [Read more ...](#)

Work out your story

What you said about your organisation and the way you said it will not be an efficient or effective way to communicate in the new social media space. An authentic brand story is what you need as a starting point. [Read more ...](#)

Create discoverable content

Its not about small and expensive pieces of content which you push-out to large numbers of people anymore. Rather it is about creating a large amount of 'digital bait' that will draw people to you. [Read more ...](#)

Manage the in-coming

Social media is as much a channel people will use to reach you as it is a channel for you to reach them. You need to create places to meet them, or else they will break-in anyway. [Read more ...](#)

None of these things are difficult or expensive to do, and you will learn a lot by starting to do them