

Your Value May Be Determined by Social Media



Social Media is everywhere. It is Twitter, LinkedIn, Facebook, MySpace, YouTube, TeacherTube, etc. We are connected through and to our customers by social media at the same rate of face to face contact. There is no avoiding it.

But the real question is *why would we want to?*

Twitter is a viable and stellar source for daily inspiration, news updates, pearls of wisdom, shared resources and the like. We can gain an entirely new perspective in under five minutes. Reading a daily tweet from The Customer Care Teacher can take you from...“How can I get everything done?” to “Using Customer Care, how can I achieve my goals?”

Is the change in mindset worth the few minutes it takes to read a tweet or to use social media?

Your customer relationships can be built and strengthened with a positive attitude, daily inspiration, and wisdom achieved through social media participation...set the tone for your day. As professionals, it is our duty to stay fresh and current on research and best practices.

Start now! Follow The Customer Care Teacher on Twitter @bjptct

Social media is an avenue with two lanes...when you use the media with your customers there is a basic fundamental rule which is quite useful: Update regularly- your customers wants to revisit a website or Twitter/Facebook account that has changes and updates...new information. Daily updates are needed if you expect people to interact with your social media.

This instrument called Twitter/Facebook can wield great power. It can elevate or confirm that you are in a position of dominance as an expert in the field. Yet, played in the wrong hands can quickly bring down a person or an entire organization. Social media responsibility is everyone's business.

Today is an opportunity to empower yourself with rich technology resources. Take what's available, add to it, but do not let it pass you by!

Follow and Be Followed



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