

SOCIAL MEDIA - THE SMART APPROACH

Wayne Goldsmith www.sportscoachingbrain.com

Lots of people are talking about **Social Media**.

Lots of people are getting excited and exhilarated about the potential of Social Media to change the world by providing simple, easy, readily accessible tools to communicate, create and collaborate.

And lots of people are also getting baffled, befuddled and bedazzled about Social Media and just what it means to them.

As there are hundreds and hundreds of different social media options, let's just call them collectively SMART - Social Media and Accelerated Relationship Technologies - S.M.A.R.T.

Why S.M.A.R.T.?

The tools are *social* media - i.e. they are media tools which are freely available to help people connect, communicate and collaborate in a social (sharing) way.

And their primary role is to accelerate relationships - to provide easy, simple ways of sharing ideas, information and innovations between people and accelerating their capacity to share, to learn, to create and to grow.

There are six things a lot of people *believe* about **S.M.A.R.T.** that are wrong:

1. You have to be **really smart** to use SMART. **Wrong: Anyone can do it - anytime, anywhere** and most of the time for free;
2. It is a **social revolution** of some kind. **Wrong:** No it's not. It's just **communicating more often with more people** using more convenient communication tools;
3. The use of S.M.A.R.T. tools like **Blogs, Twitter, You Tube, Face book, etc** is making people more distant and only wanting to communicate through the net. **Wrong** - what S.M.A.R.T. is really doing is **helping people stay closer, to collaborate and share ideas and connect more often;**
4. Only kids can use SMART. **Wrong:** Sure kids are good at it and are growing up with S.M.A.R.T. in the same way many of us grew up with

radio, television and fast foods but that's a great thing. **Just think how good they will be at learning, solving problems and accelerating the performance of people, places and products in the future!:**

5. It's a fad. **Wrong:** Sorry - it's here to stay and for one important reason....**freedom**. Once freedom is given, it just grows and grows and grows. Now that people have **the freedom to communicate anytime, anywhere and with anyone**, it can not be taken away. Twitter may be replaced by another S.M.A.R.T. tool. Facebook might be upgraded to something more practical and functional. But now that people can connect easily, simply and cheaply using S.M.A.R.T. tools, the "fad" is now "fact";

6. "It will destroy my business because people are spending too much time on SMART tools and not enough time doing their jobs". **Wrong:** It will only destroy your business if your business is **not** about learning, creativity, innovation, idea sharing and finding solutions quickly and collaboratively....are there *any* businesses like that?

Three of the S.M.A.R.T. tools:

Three of the most commonly used and popular S.M.A.R.T. tools are **TWITTER, FACEBOOK and BLOGS.**

Twitter - <https://twitter.com/> - Twitter is about COMMUNICATION. It takes only minutes to set up and it is an effective way of staying in touch with friends, family, work colleagues, Club members etc. using only a few words (Twitter has a limit of 140 characters per message).

Facebook - <http://www.facebook.com/> - Facebook is about RELATIONSHIPS. It is a SMART tool designed to help you create, manage and build relationships by sharing ideas and information on your own Facebook page.

Blogs - try <http://blogger.com/> or <http://wordpress.com/> - Blogs are all about INFORMATION. They are web sites where you place more permanent information, articles, ideas, etc for your friends, clients, family, Club members etc.

No matter what SMART tool or tools you use, it is important to have a SOCIAL MEDIA strategy in mind. Once you decide what it is you want to do, then it is relatively easy to find the right SMART tool to help you do it.

So be **smart**, try **S.M.A.R.T.** and enjoy sharing, collaborating, learning and growing "smarter" with people everywhere.

Wayne Goldsmith