

Depth Perception

**SENIOR
CONSULTANT
ARLEN
VERNAVA
WRITES ABOUT
FAREWELLING**

**YOU CAN GET THIS
FREE RESOURCE ON
INTERIM LEADERSHIP
AND SAYING FAREWELL
[HERE](#).**

Combined with [The Appriser](#) and our regular [blog posts](#) Design Group International continues to provide quality content for leaders and organizations transforming for a vibrant future.

Don't start that blog! Or Facebook fan page, or Twitter account

Dear Friend,

Don't start that blog...or Facebook fan page, or Twitter account. There are probably over a hundred reasons why you should but I want to share 5 reasons why you shouldn't...at least not yet.

Social media is a great tool to voice your opinion, offer wisdom, share resources, and have interactions with your target audience. It seems fairly easy to manage once you get the hang of it. It can prove to be an irresistible platform for communication and marketing promotions. The idea of pursuing free advertising through social media exposure may seem like a no-brainer, but before you jump on the social media bandwagon, or at least announce to the whole world you are "social" please consider

these 5 warning signs you might not be ready:

1. You are not committed. Social media is like a garden that needs to be watered, weeded and cultivated regularly. Are you committed to the daily and weekly efforts required to consistently deliver useful insights? Will you have the capacity to follow up in a timely fashion with all who respond? Will you have the time to do it well?

2. You don't have a plan. Social media is very public. Your planning or lack thereof will quickly become evident. A professional, consistent, and approachable image is generally what you should strive for. It can best be achieved through self awareness, vision and discipline. Are you willing to do what it takes?



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3. You have not executed your plan 3-6 months ahead. Do you have your content, promotions, and themes ready so that the next quarter is taken care of? Consistency is key. Be proactive and plan ahead so that your vision can easily be carried out.

4. You are doing it alone. There is a lot to learn when you want to do anything well. Take time to learn and be inspired by people who are finding success in their social media marketing efforts. Adapt

what you learn to your audience, vision and goals.

5. You are leaving your audience behind. Your success in social media will depend on meaningful interactions with people who encounter your information. Don't just think about what you want or need, but take time to understand who you are trying to reach and what their needs are. You will become more relevant to them and more effectively impart the expert knowledge they need.

In short, take time to weigh the commitments you are embarking on so that your audience sees your image as a well designed, fruitful and thriving garden, and not an abandoned, parched, bundle of dead leaves.

As you consider these and any other social experiments, don't take their impact lightly. Please remember your image and reputation is at stake.

[-Aurora Rogers](#)

