

To Bee and Not To Bee:
Ten Tips on Building Your Swarm Through a Positive Social Media Buzz

DON'T BEE THAT PERSON:

1. *The One Who Only Wants to Sell.* If this is your goal for using social media, I suggest you simply open an online store.
2. *The Self-Focused One.* Social is a two-way street, not a one-way path to “Me, Myself, and I.”
3. *The Silent Streamers.* That’s like being the child in room who covers their eyes and says “You can’t see me!” Why be on social media?
4. *The Streaming Stalker.* The Internet is designed for interacting, not creeping someone out.
5. *The Overly Emotional One.* Find a balance between Pollyanna and Eeyore and you’ll do just fine.

BEE THE SOCIAL MEDIA NINJA:

6. *Use your (key) words.* Direct the conversation to your target Swarm. They’ll fly to your side and bring friends with them.
7. *Connection is a two-way conduit.* The Three R’s: Reach, Respond, Reply. Your swarm is more likely to help create a buzz if they know they’re appreciated.
8. *Forget you’re a writer who needs readers.* You are also a pet owner, coffee drinker, snowboarder, checkers champion. And so is your Swarm. Life should be shared.
9. *Share the struggles.* Take your Swarm on the journey with you. It’s okay to admit writer’s block or a belligerent character. Just make sure you put your stinger away when venting.
10. *Share the sweetness.* Swarm Swag like bookmarks and free downloads are terrific gifts to say thanks to those hard worker bees who spread the word for you.

With some sweet tea and a big smile,
~Happy writing and keep on Buzzing!

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