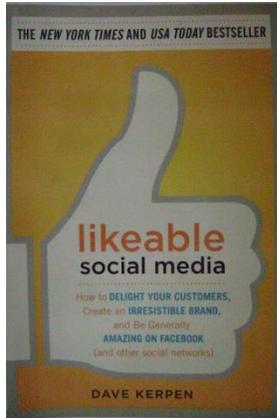# Likeable Social Media

By Dave Kerpen

In my quest to understand the social media maze, I picked up this book to further my knowledge. It is geared toward businesses, and writing is our business!

I think the principles in this book are especially applicable to bloggers because there is typically more interaction with customers on blogs than there is when we publish a short story or novel.

Sometimes I forget that writing is subjective and my audience has thoughts about it. But am I listening to what they're saying? Mr. Kerpen stresses the importance of listening, and paying attention to what our customers put out there. I write what I think others will want to read, but if they don't like it and give feedback, I might learn something from it.

One of the tips in the book is to become your customer. Think of what will be helpful to them, what will disappoint them, what will irritate them. How will they receive your message? Would you want the same message? We should want to create a message that our customers will talk about and pass on to others. After all, our customers can make our hopes and dreams come true.

There is one section that people may disagree with: how to handle bad reviews and complaints. I've heard both sides of the argument: to respond, or not respond and let the issue die on its own. Mr. Kerpen's advice is to respond as quickly as possible to both good and bad comments, and he makes several arguments to back up his advice.

Other ways to be likeable on social media are to find your authentic voice, and be honest and transparent with your customers. Ask them questions, get them to respond; share stories and ask them to share their own. Start the dialogue, and keep the conversation going. People like the unexpected, and will be more apt to pay attention when you provide surprises.

I think this book provided a lot of sound tips for writers. We should always be focused on our customer, and Mr. Kerpen provides many ways that we can do that.