



7 DEADLY SOCIAL MEDIA SINS

YOUR FANS AND FOLLOWERS WILL NEVER FORGIVE

SO YOUR BOSS ASKED YOU TO CREATE A FACEBOOK PAGE FOR YOUR BUSINESS



AND MAYBE A TWITTER PROFILE TOO



MERIT

CHEMISTRY

YOU ARE THINKING YOU COULD ADD A YOUTUBE CHANNEL

39 experiments

SAFETY TESTED

Instructions en français disponibles
Verkrijgbaar met nederlandse instructies
Verkrijgbaar met vlaamse instructies
Sono disponibili istruzioni in italiano
Instructies op engels beschikbaar

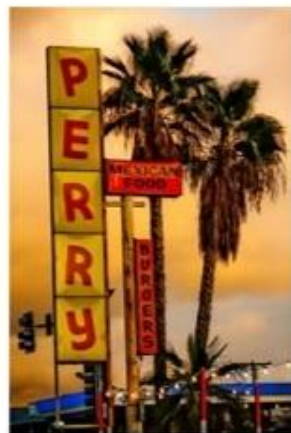


Taco Lita, Plate 2 by Thomas Hawk, via Flickr

by Thomas Hawk

2 likes 1 repin

flickr.com



Everybody Needs a Pal Like Perry by Thomas Hawk, via Flickr

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Rain Across My Heart by Thomas Hawk, via Flickr

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Childhood by Thomas Hawk, via Flickr

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April Makes a Friend by Thomas Hawk, via Flickr

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My 30,000th Photograph on Flickr by Thomas Hawk, via Flickr

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Back Before Objects in the Mirror Were Closer Than They Appeared by Thomas Hawk, via Flickr

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The Hat, Scene 4

by Thomas Hawk

1 like 2 repins

flickr.com



Smiling Flickr by Thomas Hawk, via Flickr

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flickr.com



Randy's Donuts

by Thomas Hawk

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New American Sunset, Plate 2

by Thomas Hawk

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flickr.com



Get Lucky

by Thomas Hawk

flickr.com



Are You More of a Cat Person or More of a Dog Person She Asked

by Thomas Hawk

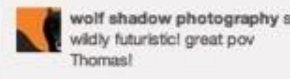


Shoot and Scram

by Thomas Hawk

2 likes 1 comment 2 repins

flickr.com



wolf shadow photography so wildly futuristic! great pov Thomas!

by Thomas Hawk

Created With Haiku Deck

AND PINTEREST DIDN'T SOUND AS A BAD IDEA EITHER

A 3x3 Rubik's cube is shown against a black background. The top face features the red and white Target logo. The right face features the blue and white Twitter logo. The left face is primarily blue, with a white Facebook 'f' logo visible on the middle row. The cube is slightly angled, showing three faces.

SO YOU SET ALL OF THESE UP

DONE

FINISH

103.35
SEIKO Sports Timer



NOW YOU ARE GOOD TO GO



Refreshing

SOLD

YOU ARE EVERYWHERE

EVERYWHERE

5¢

DRINK
Coca-Cola



WHERE IS EVERYBODY?



KEEP YOUR SANITY
AND YOUR JOB

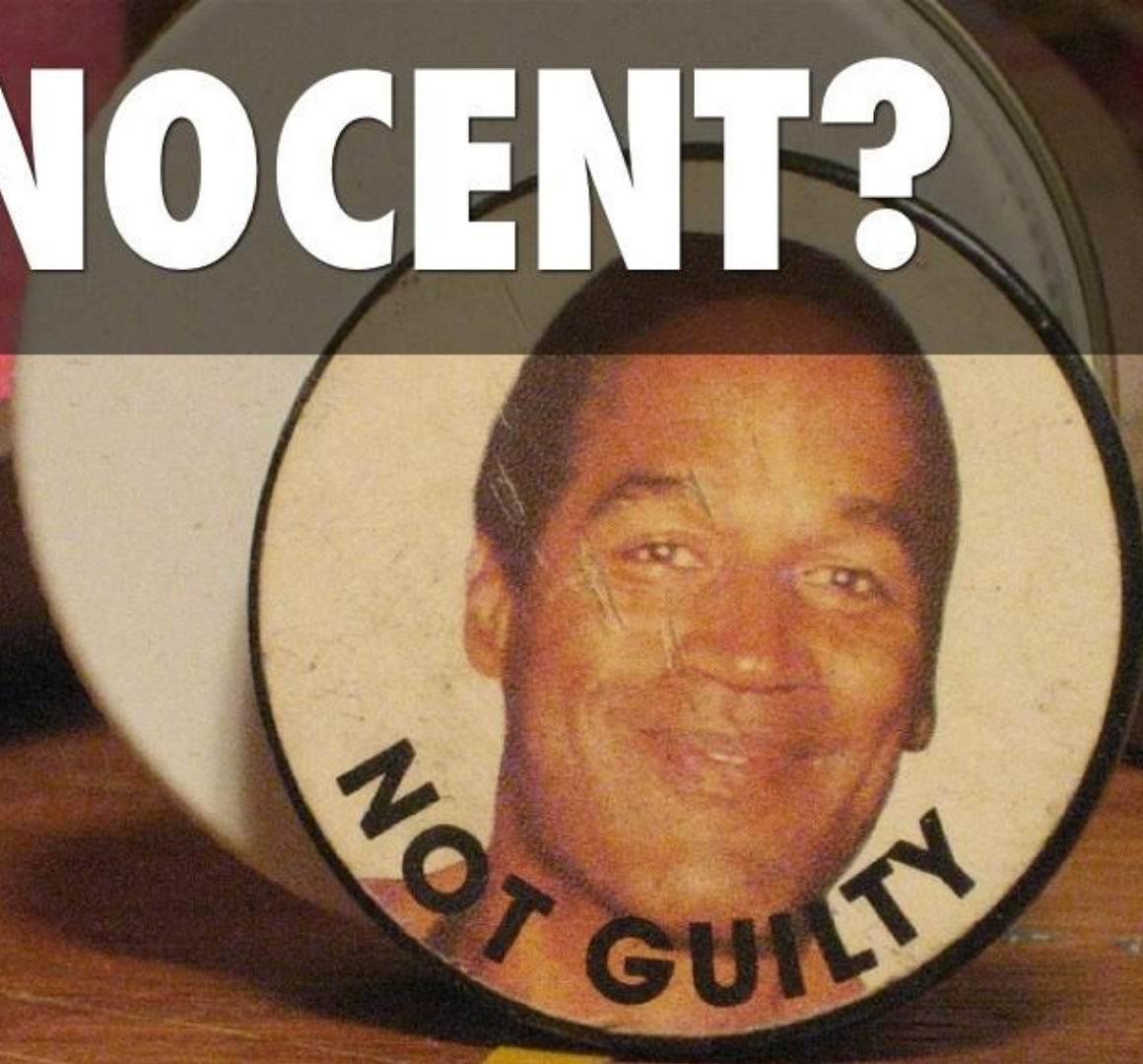


BEFORE RUNNING FOR THE HILLS...

A black and white photograph of a woman with dark hair and bangs, wearing a red top. She is looking directly at the camera with a slight smile, her hand resting near her chin. The text 'ASK YOURSELF' is overlaid in large, bold, white capital letters across the center of the image.

ASK YOURSELF

INNOCENT?



YOU DECIDE



7 COMMON SOCIAL MEDIA SINS

MIGHT BE HOLDING YOU BACK FROM REALIZING YOUR TRUE POTENTIAL



#1 GLUTTONY



SOCIAL MEDIA IS NOT ABOUT BEING EVERYWHERE

A photograph of four people (two adults and two children) jumping from the edge of a sand dune. They are all in mid-air, with their arms outstretched and legs trailing behind them. Sand is visible falling from their feet. The background is a bright blue sky with scattered white clouds. A semi-transparent dark grey banner with white text is overlaid across the middle of the image.

BE GREAT AND PRESENT WHERE YOU ARE

A young man with short brown hair and sunglasses is reclining in a black chair. His hands are clasped behind his head. He is wearing a white t-shirt with a printed message. The background features a patterned rug and a wooden floor with a geometric border.

BE THERE FOR A REASON

people like you
ARE THE
REASON
people like me
NEED
MEDICATION.

#2 SLOTH

A close-up photograph of a sloth hanging from a thick, green, textured branch. The sloth's brown, shaggy fur is visible, and its face is partially obscured by the branch. The background is a soft, out-of-focus green, suggesting a forest environment.



PERHAPS YOU LEAVE A COUPLE OF MESSAGES UNANSWERED



SOCIAL MEDIA IS A CONVERSATION



DO YOU FIRE AND GO?



NOBODY LIKES AWKWARD SILENCES



BE AWESOME AND REPLY PROMPTLY

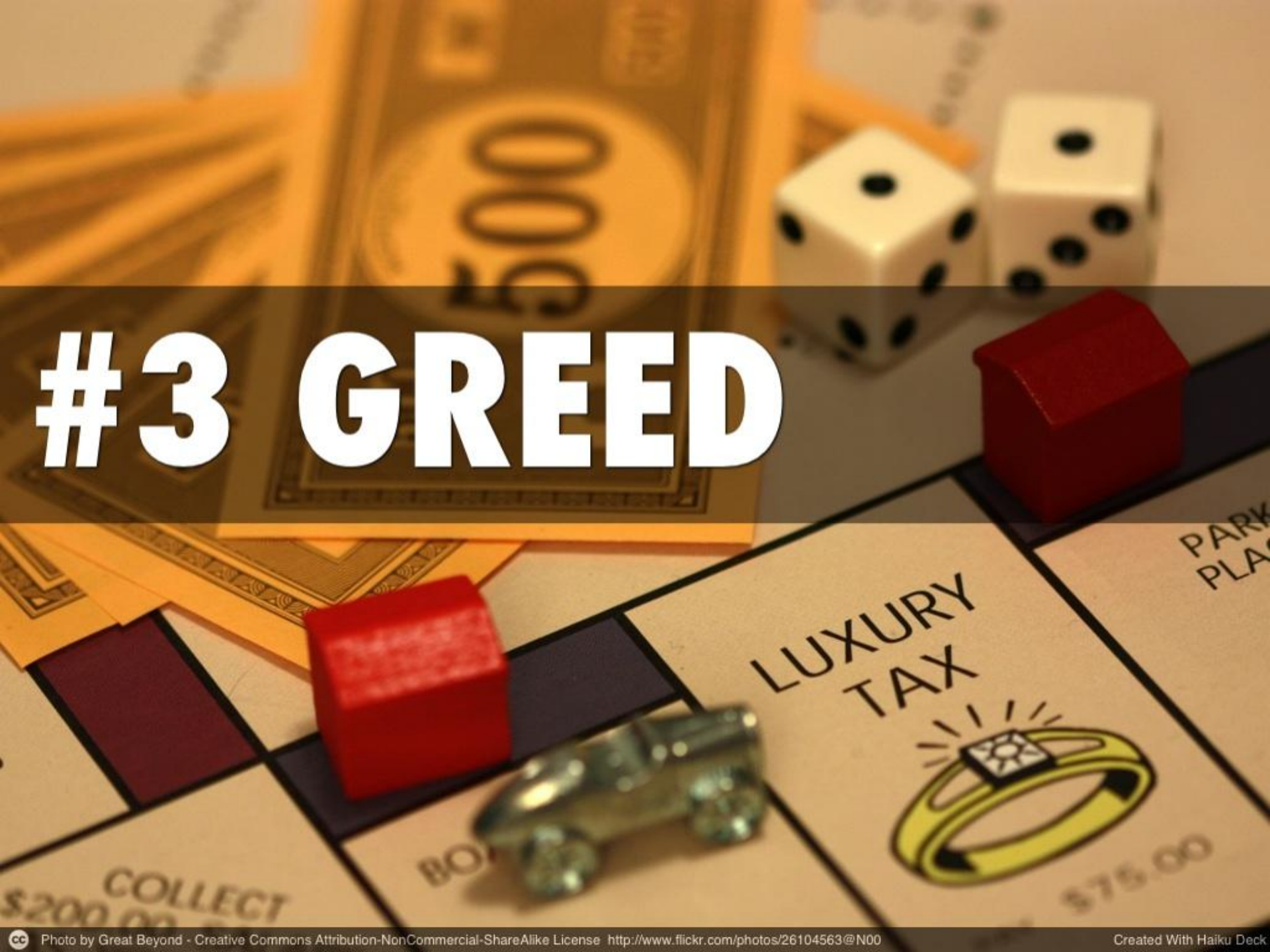
A large, diverse group of people, including men, women, and children, are standing in a large circle on a green grassy field. They are all holding hands, symbolizing unity and connection. The group is seen from behind, looking out towards a line of trees and a clear blue sky. The text "SOCIAL MEDIA IS THERE TO HELP YOU CONNECT" is overlaid in large, bold, white capital letters across the middle of the image.

SOCIAL MEDIA IS THERE TO HELP YOU CONNECT

A photograph of a white ceramic cup of coffee with latte art, sitting on a white saucer on a wooden table. To the left of the cup is a folded newspaper with a colorful image on its front page. The background is a blurred city street at night with cars and lights.

**CONTENT CREATION AND FAN ENGAGEMENT
MAKE THEM YOUR EVERYDAY HABIT**

#3 GREED

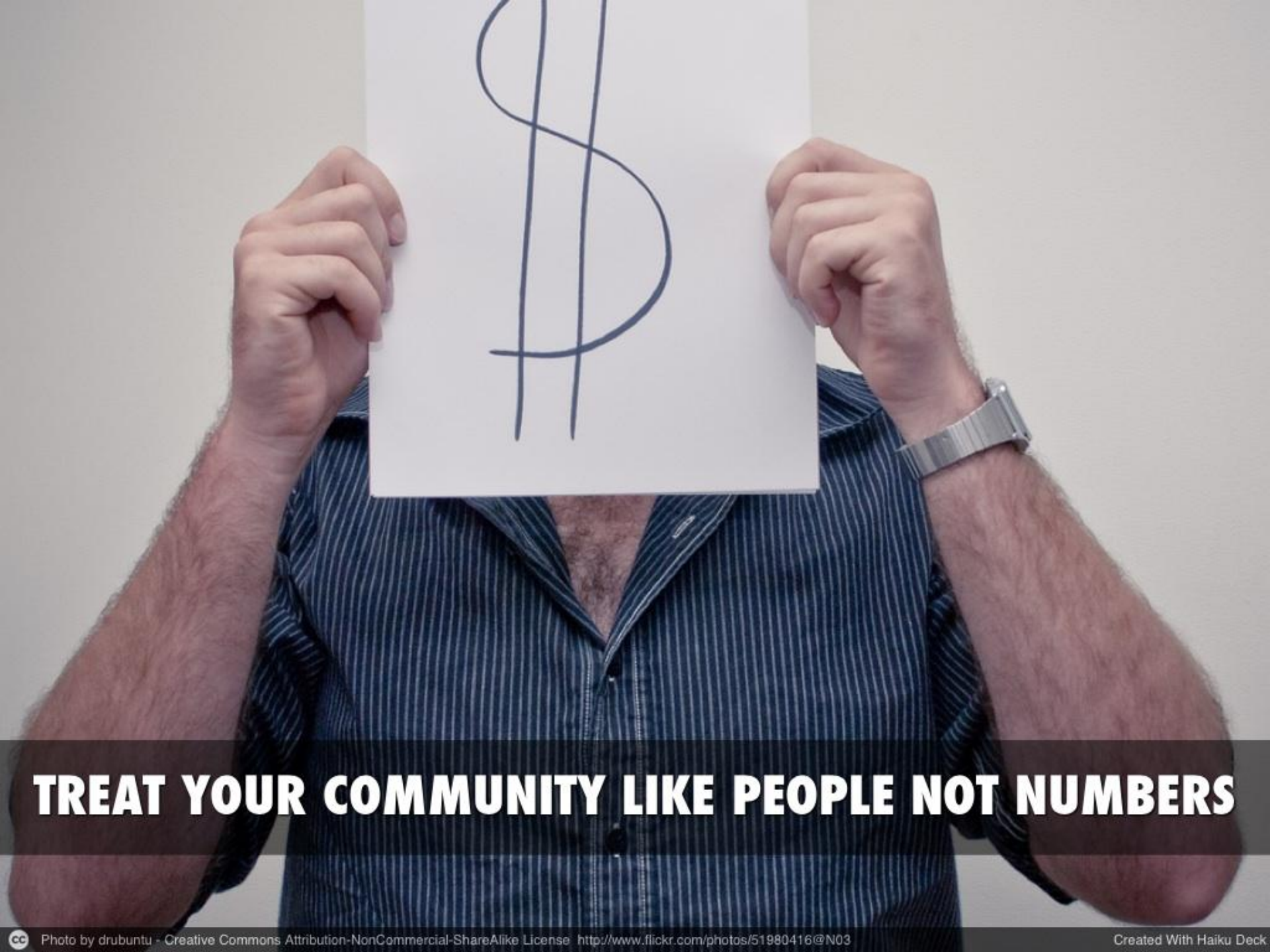




**IF YOU THINK YOU'VE FOUND A WAY TO GET THOUSANDS OF FANS
FAST AND AUTOMATED**

The background of the image is a dark, textured surface, possibly a piece of aged paper or a stone tablet. It features several characters written in a golden, calligraphic style. The characters are arranged in a way that suggests a haiku. The first line has two characters, the second line has two characters, and the third line has two characters. The calligraphy is fluid and expressive, with varying line thicknesses and some overlapping strokes. A semi-transparent black horizontal band runs across the middle of the image, containing the text "PASS IT BY" in white, bold, sans-serif capital letters.

PASS IT BY



TREAT YOUR COMMUNITY LIKE PEOPLE NOT NUMBERS



WANT TO GET MORE FANS AND FOLLOWERS?



BE BETTER

CREATE BETTER CONTENT, WORK HARDER ON RELATIONSHIPS

#4 WRATH





**WHAT HAPPENS ON THE INTERNET STAYS ON THE INTERNET
FOREVER**

**WHY HAVE INAPPROPRIATE COMMENTS HAUNT YOU?
THINK TWICE, THEN RESPOND**





#5 LUST

A photograph of the Hollywood sign on a hill. The sign is white and made of letters, set against a backdrop of dry, scrubby vegetation. In the upper right corner, a tall radio tower with many satellite dishes is visible against a clear blue sky. The hillside is covered in low-lying bushes and trees, with some dirt paths visible.

HOLLYWOOD

MONEY. POWER. FAME.
WHATEVER YOU ARE CRAVING FOR...

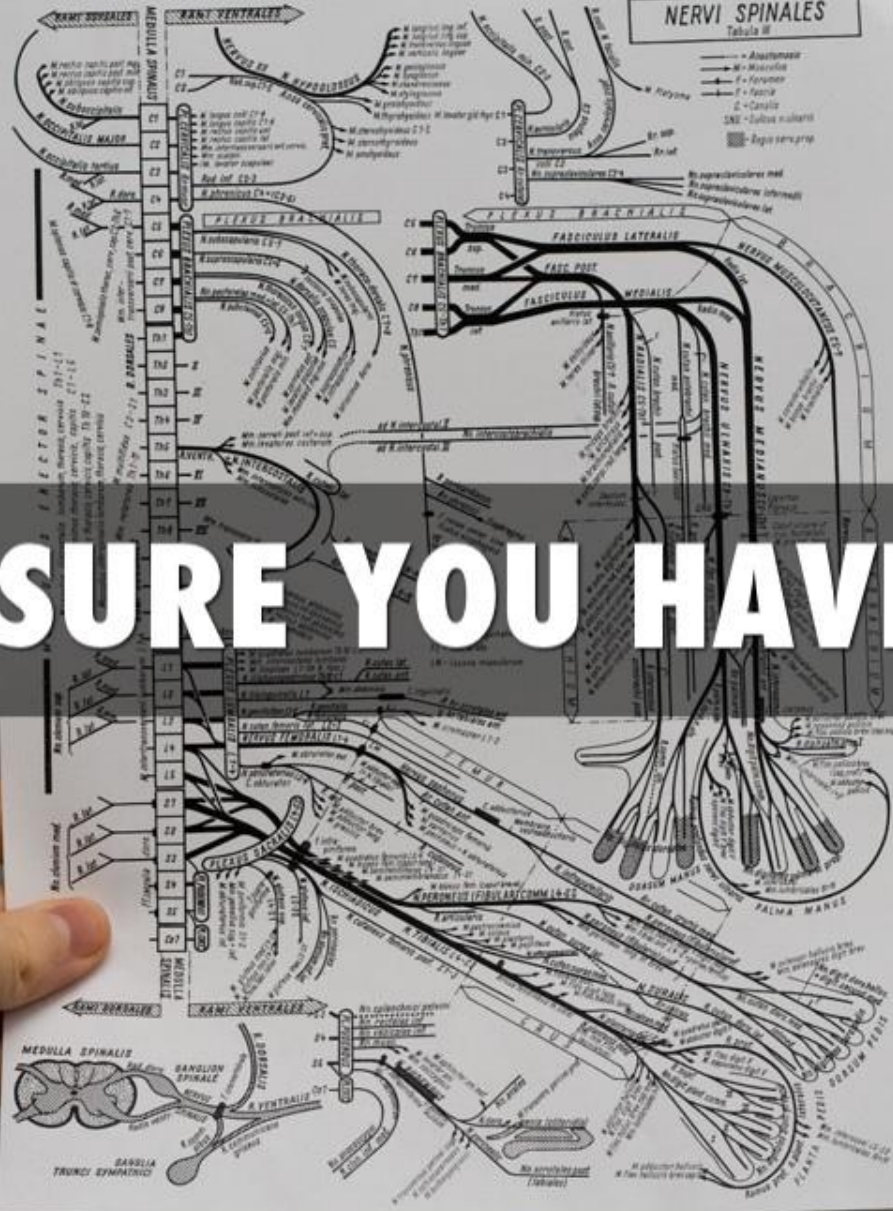


SOCIAL MEDIA IS NO QUICK FIX



IT IS PART OF A LONG-TERM STRATEGY TO BUSINESS GROWTH

E. M. W. Weber:
Schemata der Leitungsbahnen des Menschen
© Springer-Verlag Berlin Heidelberg 1978



MAKE SURE YOU HAVE A PLAN

THAT IS NOT SOLELY FOCUSED ON LIKES



EAT

GET YOUR PRIORITIES RIGHT

LIVE

LOVE

A close-up photograph of a person's lower face, showing their mouth and chin. They are holding a white smartphone with both hands. The phone screen displays a social media profile for 'Tom Taylor' on 'stellar.io'. A large, semi-transparent grey banner with the text 'GO BEYOND THE LIKES' in white capital letters is overlaid across the middle of the image. Below the banner, the phone screen shows a 'LIKE' notification from 'Ben Terrett' with a purple 'Like' button and a link to 'View Tom T's photostream on Flickr'. The background is slightly out of focus, showing a white wall and a string of colorful triangular bunting flags.

GO BEYOND THE LIKES

LIKE



Ben Terrett



Like

More: [View Tom T's photostream on Flickr](#)

9 seconds ago via Yahoo! - Unlike - Comment

You like this.

By Ben Terrett

A photograph of two people sitting on a concrete ledge, viewed from behind. The person on the left is wearing a bright red long-sleeved shirt and a colorful headscarf. The person on the right is wearing a brown long-sleeved shirt. They are looking towards a wall covered in vibrant graffiti. The graffiti includes a large red and white figure on a blue background, and other colorful abstract designs. The scene is outdoors with a grassy area in the foreground.

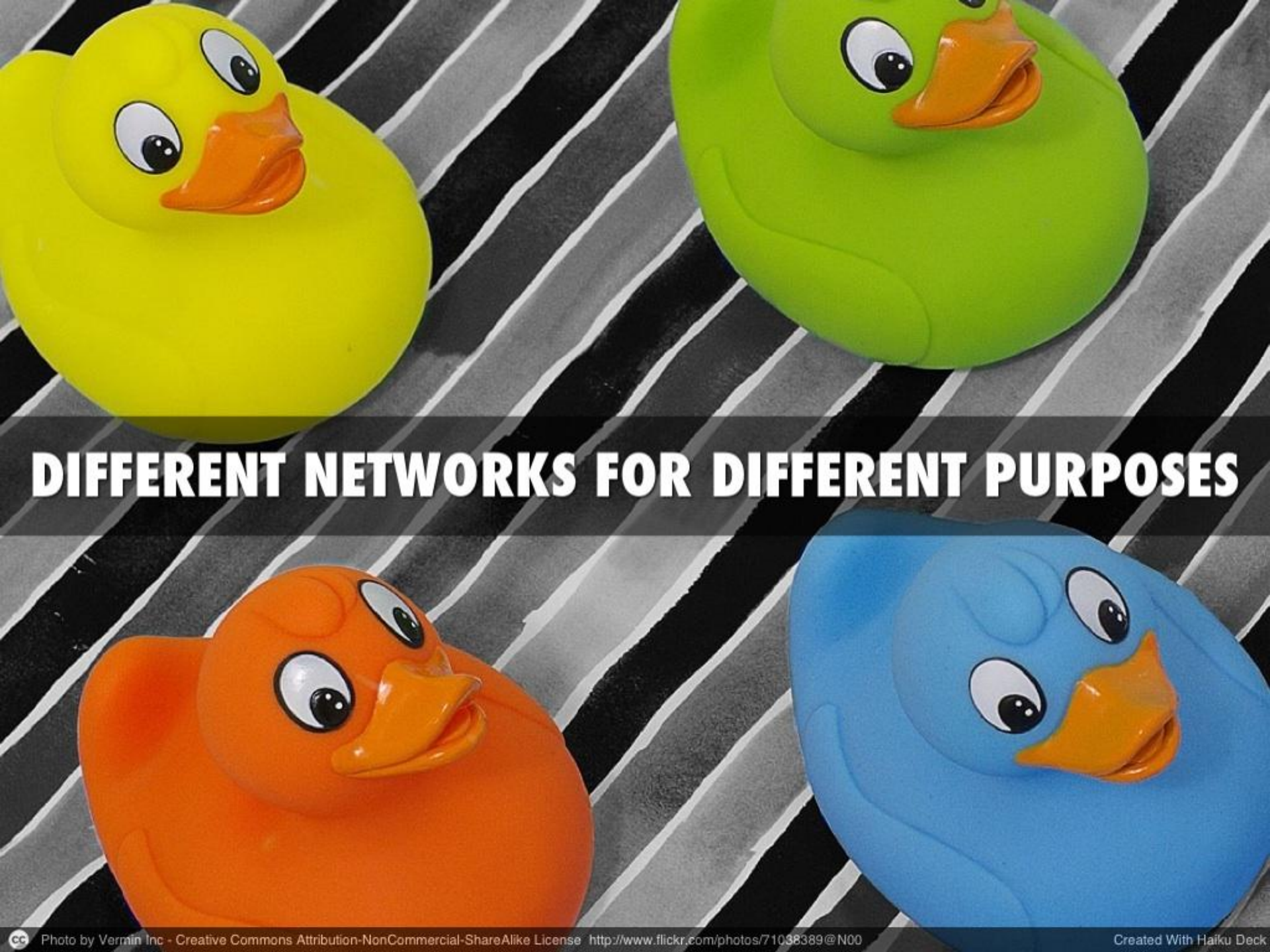
INTO MAKING MEANINGFUL CONNECTIONS



#6 ENVY



**"I MUST BE THERE BECAUSE EVERYONE IS"
NOT REALLY**



DIFFERENT NETWORKS FOR DIFFERENT PURPOSES



#7 PRIDE



YES

THESE ARE ALL YOUR ACCOUNTS

CONTRACTOR: WYOL ASSOCIATES, INC.
TELEPHONE: 718-461-1825
R.E.S.T. SQUAD: 718-802-3710
DEPT. OF BLDG.: 718-320-3215
EMERGENCY: 3-1-1

A photograph of a woman with dark hair, wearing a dark off-the-shoulder sweater, standing in a bathroom. She is looking at her reflection in a large mirror. In the foreground, there are several white flowers with yellow centers. The bathroom has a tiled wall and a light fixture with four bulbs above the mirror. The text "BUT THEY CAN'T BE ALWAYS ABOUT YOU" is overlaid in white capital letters on a dark horizontal band across the middle of the image.

BUT THEY CAN'T BE ALWAYS ABOUT YOU



THAT'S A HUGE TURNOFF

A photograph of three balloons (yellow, green, and orange) sitting on top of a green mesh trash can. The trash can is on a dark, speckled floor. In the background, there is a white wall and a window with a dark frame. The text "IF YOU WANT TO KEEP THIS PARTY GOING" is overlaid in white, bold, sans-serif font on a dark horizontal band across the middle of the image.

IF YOU WANT TO KEEP THIS PARTY GOING



GET UP AND GET SOCIAL



LISTEN, THEN TALK

A photograph of three children peeking over a weathered, grey concrete wall. The child on the left is a young girl with dark hair, smiling and showing her teeth. The child in the middle is partially obscured, with only their head and shoulders visible. The child on the right is a young girl with dark hair, looking over the wall. The wall is heavily stained with dark, vertical streaks, possibly from water or dirt. The background is a similar weathered wall. A dark grey horizontal band is superimposed over the middle of the image, containing the text 'MAKE IT MORE ABOUT THEM' in white, bold, sans-serif capital letters.

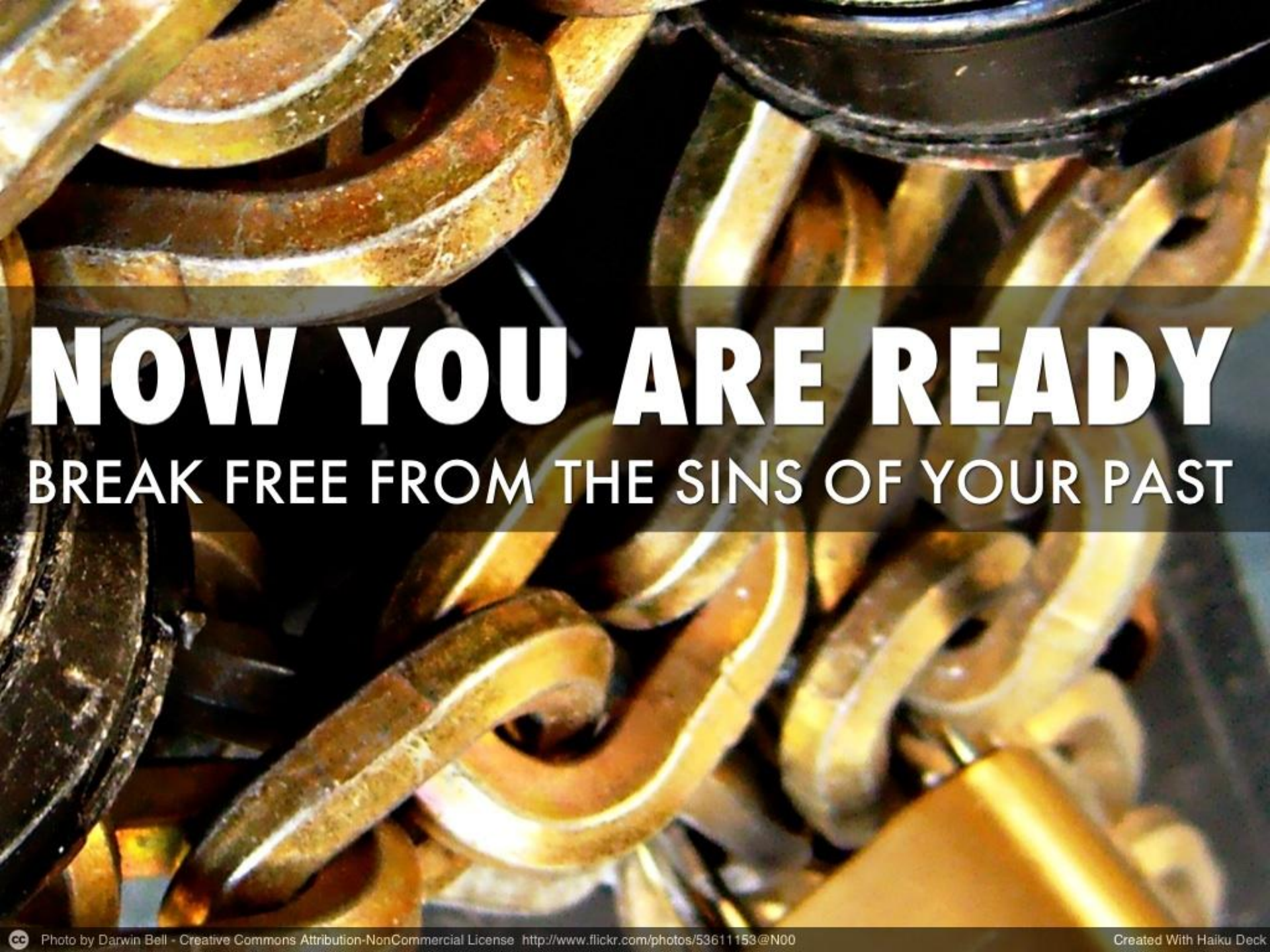
MAKE IT MORE ABOUT THEM

A close-up photograph of several white dice with blue smiley face patterns. The dice are stacked and scattered on a green surface. The smiley faces are drawn with blue lines, showing various expressions like happy, sad, and neutral. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text "SOCIAL MEDIA SUCCESS IS NEITHER RANDOM" in white, bold, uppercase letters.

SOCIAL MEDIA SUCCESS IS NEITHER RANDOM



NOR MAGIC



NOW YOU ARE READY
BREAK FREE FROM THE SINS OF YOUR PAST

STOP SELLING



START ENGAGING



EXCITE YOUR AUDIENCE



AND THOU SHALT REST IN PEACE



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