

# Contents

*Introduction 1*

- MYTH 1** Social media is a waste of time 5
- MYTH 2** All social networks do the same thing 13
- MYTH 3** Social media isn't that influential 29
- MYTH 4** Social media replaces real-life networking 37
- MYTH 5** Social media marketing is a dark art 45
- MYTH 6** It's not worth responding to criticism on social media 57
- MYTH 7** Sharing more content is always better 65
- MYTH 8** Social media is free 75
- MYTH 9** Social media can replace your business website 85
- MYTH 10** Social media activity is purely a marketing function 93
- MYTH 11** Social media cannot be done well in-house 103
- MYTH 12** Social media means my business has to be available 24/7 111
- MYTH 13** Social media is no use for internal communications 121

- MYTH 14** Employees know what is expected of them on social media 131
- MYTH 15** Social media is not effective for business development 139
- MYTH 16** It's not possible to measure social media ROI 147
- MYTH 17** Digital natives are all social media experts 157
- MYTH 18** Social media influencers are a new phenomenon 165
- MYTH 19** People have different personalities on social media 171
- MYTH 20** Saying the wrong thing on social media will get me cancelled 181
- MYTH 21** Public social media profiles are fair game for employers and recruiters 191
- MYTH 22** Business leaders don't need a presence on social media 199
- MYTH 23** Social media is full of #fakenews 209
- MYTH 24** Social media is the best source of information 221
- MYTH 25** Social media intensifies information bubbles 229
- MYTH 26** Social media is not strategic 239

## CONTENTS

- MYTH 27** Social media is purely for broadcasting 249
- MYTH 28** Oversharing on social media can reveal trade secrets 259
- MYTH 29** Being active on social media lets me control my digital footprint 267
- MYTH 30** Social networks will protect my data 277
- Index* 285