

# 16

## *Reasons*

### *NOT to Invest*

#### *in Social Media*

*“ Social media?! That’s just a fad. It will pass. It is a waste of time, energy and money. It’s for lazy and unproductive kids to waste time and energy on, not business. ”*

I hear this more often than I care to admit. These are just a few of the reasons businesses (of all sizes) give when asked to invest or even just participate in social media. **First of all, social media is as much a fad as electricity was.** Social media can be a waste of time, energy and money if not done correctly or if it is mismanaged. What we have seen though is that social media and Web 2.0 is as (if not more) important than the original web. Many people lost money in the dot com boom/bubble/burst but not having a corporate website then is similar to not having a solid social media strategy today.

**Here is a list of 16 reasons NOT to invest in social media.** This was developed by a speaker/broadcaster/lawyer/coach named Jeff Blackman who recently spoke to a business group I am a member of. His list is titled “16 ways to kill a great idea.” It can be perfectly transcribed to reasons not to invest in social media.

1. That’s not the way we do things here.
2. That’ll never fly, it won’t fit-in with our culture.
3. That’s against our policy.
4. We’ve never done it that way before.
5. We didn’t invent it here, so we won’t do it here.
6. We know that’ll never work.
7. There’s no budget.
8. We can’t afford it.
9. We’re just not ready to do that yet.
10. We’re way too busy.
11. We’ll be fine without it.
12. We shouldn’t rock the boat.
13. Everything is fine, there’s no need to upgrade or change.
14. Our people looked into that last year, no need to re-consider.
15. Our folks aren’t properly trained.
16. There’s no need to reinforce this message, our people will take action on their own.



**Each of these excuses fall into one of four categories: Didn't, Can't, Won't work, and Don't need to.** These may be pervasive through conversations in your organization stretching beyond social media. In effect, you stifle productivity, advancement, operational efficiencies, and a culture of exploration, discovery and progress. Jeff suggests you add three words to the end of each reason above to “generate breakthroughs, actions and results.” Simply add “Up ‘til now” to the end of each of these and you can begin transforming your business by opening yourself to a new world of possibilities.

So your company didn't /hasn't used or invested in social media. This was true for every business at one point. As computers, the internet and the world wide web led to ecommerce, community and instant communication, social media will lead to further developments in technology, business and life. These reasons not to invest in social media will keep you at the tail end of technological advancement.

You can't invest in social media? Is that true or do you not want to? **There are legitimate fears of zero or negative returns in social media investment.** I completely agree that your investment (as with any investment) should be well researched and that you should find a partner you trust. This was the basis for creating Icebreaker Consulting. Many business I have worked with were oversold and were under-delivered. It starts with education; This is core to our mission. I don't want you to spend money or time on platforms you won't use and tools that don't apply to your audience. Social media requires less of a financial commitment than ever before. We have worked with Fortune 500 companies and startup non-profits. There is room for every budget to succeed.

Social won't work you say? Have you tried and failed? Let's learn from your experience. **When done correctly, social will work for you.** The key is to define your goals. Social media is not a standalone product

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that either works or doesn't. Social media is a living breathing organism (hence the "social") that you meld with. Does your company make parts for a machine that makes parts for machines? If so, Facebook may not be an ideal platform for you. There is one for you though, lets find it and make it work.

Another reason not to invest in social media is that you "don't need to." Its not broken, don't fix it right? It is true that your business may not be broken. Your business wasn't broken when credit cards became available and you accept them now. You didn't need a phone that got email or was a camera but you love having one now right? Yes you can run a successful business without social media. You have read 772 words so far in this post so I won't list all the possibilities that using social media can bring your world. Suffice it to say, there is an entire realm of business and opportunity available to you; You are not broken but you can be a new level of fixed!

There are many reasons not to invest in social media. Please take the time to evaluate the reasons your business has and ask, "Are these reasons or excuses?" and "What *could* be?"

