



### Insider's Tip of the Week: Tiffany Bourré



*Each week, we feature tips from industry insiders. Have a tip to share with our readers? **Let us know.***

This week's tip comes to us from Tiffany Bourré, Senior Account Director at The Idea Workshop:

"Everybody is buzzing about social media. Status updates, fan pages and tweets have marketers wondering how to capitalize on this wildly popular and rapidly growing trend. One of the most common questions I get asked by clients is, "How do we use social

media to reach our consumers?"

Before you start randomly tweeting about sales and promotions or posting photos to Facebook, it's important to have a social media strategy and integrate it into your public relations and communications plan. Social media has a purpose, but it isn't a catch-all for every message you want to communicate. Depending on the type of social media you are using, your audience will be looking for different types of information, which will ultimately keep them engaged, informed and coming back for more.

So how do you make this happen? Start looking at what your followers are interested in. Do they follow specific trends or celebrities? What groups do they belong to? What news are they sharing with their communities? If you find out what's important to them, and can add to that, they'll start sharing your info with their own followers.

One of the key principals of social media— and one of the hardest for marketers to wrap their heads around—is that social media is not about what they want to say, it's about what their audience wants to hear. Learning to align yourself with what is relevant to your consumers, and using that information to interact, will define whether you are simply jumping on the bandwagon or actually leading the pack."

Want to know more?

Call Tiffany at 416.504.3977 ext. 28 or [email her](mailto:tiffany@ideaworkshop.ca). You can also visit The Idea Workshop online at [www.IdeaWorkshop.ca](http://www.IdeaWorkshop.ca).