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## Lon Safko's Three Tips to Jump Into Social Media

1. Get in the game: profiles, photos, videos, blog, add content. You need a cyber presence. The customers and prospects are out there doing the research, learning, getting the feel for the next company they are going to hire. Companies have to be there.
2. Have a measurable strategy of how to reach a specific demographic.
3. Don't quit. Do it regularly. Do it consistently.



Lon Safko is the co-author of [Social Media Bible: Tactics, Tools & Strategies for Business Success](#). He's also an innovator and professional speaker with more than twenty years of experience in entrepreneurship, marketing, sales, strategic partnering, speaking, training, writing, and e-commerce. He is the founder of eight successful companies, holds 18 patents and the Smithsonian holds 30,000 pages of his writing.

He shared an hour of his time Wednesday, August 5 on [my BlogTalk Radio](#) show. You can listen to [our conversation at this link](#).

Here are [excerpted highlights](#) from our conversation.

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