

The most successful communications (those that end up creating revenue) in social media happen on a micro scale. They are rooted in authenticity, value, and contribution – qualities that are natural for introverts.

Think of which platforms or tactics will allow you to deliver that value best.

Here are some examples of Social Media Marketing tactics to get you started.

- Comment on an article in a major digital publication that talks about the subject that's your core business competence.
- Answer questions that call for your professional expertise. This maybe Yahoo!Answers, Q & A on a specialty site that's dedicated to your profession—like Trulia for Real Estate, Houzz for Interior Design.
- Answer product questions on Amazon or similar e-commerce site if it relates to your expertise in the subject matter.
- Participate in a discussion on a smaller site or social platform where your audience hangs out. For example, if you are a children's photographer, check out places like Café Mom and jump into the conversations that deal with photography. The rule of thumb here is to focus on being in contribution and merely place a breadcrumb leading back to you, not the other way around.
- Join a small networking group like Savor the Success or Ladies Who Launch or a network dedicated to your profession.
- Participate in conversations in specialty forums.

Some of these may seem like 'Whoa! I can't do that!' and that's ok. The purpose of this list is not to tell you what you SHOULD be doing, but to give you ideas of what you COULD be doing, prompt you to think outside the Facebook box.