

Blog Post | Communicating for the sake of saying something?

For a company that specialises in communications-based services, it seems odd (to some at least) that we've not been consumed by the wave of social networking that can take up so many hours in the working day that you wonder how anyone actually gets anything achieved.

Don't get me wrong; I think the advances in technology are great, and for a SME like Results Communications, invaluable in being able to catch up with snippets of news and industry updates, re-connect with former colleagues and link with new contacts.

Facebook? I have a personal account but rarely use it unless I get an email advising me someone has updated their status, and never to tell my long-distance family what I'm eating or wearing.

Twitter? I had an account, for the business, and closed it down in March after (I think) a couple of years of Tweeting sporadically.

LinkedIn? This I love, and have had an active account for years, have a growing network of colleagues, clients, and professional contacts. I follow companies. I am a member of so many groups I just about manage to keep track of new discussions, and have been particularly bad about remembering to post updates about what we're up to.

We've had a professional blog for a few years, but I refuse to say something just to fill ether space, preferring instead to have a dedicated news page on our website. You may disagree but I think there is a clear distinction between news and a blog item. Both are used purely for business purposes, and allow us to play to their respective strengths and weaknesses when we're generating an update.

Having made a conscious decision to move away from blogging to delivering news to our website, and shutting down our Twitter account, I have to confess that we've taken a new approach to how we're going to start using social media.

Facebook will still be confined to the personal barracks.

Twitter has been brought out of confinement and has today been reactivated. We're currently in the process of re-following some of our fellow Tweeters. If you want to find us, we're at @resultscomms (apparently our name is too long for Twitter's limitations).

LinkedIn will always be there, and we'll continue to be part of the communities we're part of, and will become more active. I promise.

You see, we don't think communications is about making sure you're communicating. For us, it's about saying something that's meaningful, interesting, engaging or informative using the most appropriate forum at the time.