

# Afraid of Becoming “That” Person?

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## **The Talker**

You're at a party. You don't know many people. You start talking to someone you don't know. Low and behold, you're stuck with the Talker.

The Talker is the person who doesn't let you get a word in edgewise. Even when you do, they don't hear you. Instead, they barely acknowledge what you've said and move on with their next thought.

No one likes to get caught with the Talker.

I think that's why I get the question –“How much is too much on social media?” No one wants to be the talker. In most cases you don't have a lot to worry about, but if you are worried about being an online Talker here are some things to consider.

## **They choose you.**

First of all your connections choose to connect, follow, friend you. They can disconnect, un-follow and un-friend you as well. It may not feel good when someone does, but it's their choice.

You know you've become a Talker when your comments go down, likes stop or a lot of people un-follow you. Until then, however, you want to be active. You would be surprised how much of your stuff gets missed when you don't post on a regular basis. I had a colleague who was on

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Facebook for nearly 6 months before I realized they were posting. Because it was infrequent, inconsistent, I missed their content completely.

If your followers are still engaged, you aren’t posting too much.

### **What’s your reach?**

The next thing to consider is on average, how big your connection’s lists are. If the people you’re connected to are only connected to 50 people, you are going to show up frequently. People have told me they only post a couple times a week and their followers think they are social media experts because they are on “all the time.” In reality there just aren’t a lot of other people posting so you become a big fish in a small pond.

If the people you’re following have a larger list, you can post more frequently because your posts are “watered down” in the main news feed. This doesn’t mean, however, you put out 10 posts at once. Instead it means you can post a couple times per day and people will be okay with that.

### **What do you have to say?**

The last thing to consider is what you’re talking about, your content. People don’t mind reading things they’re interested in. If you’re talking about things people want to hear about, you automatically have their permission to talk a bit more. If you’re posting a ton of Farmville updates, you’re an online Talker.

How do you know if your content is interesting? Here are three things to look for:

1. Are they liking, re-tweeting or +ing? –You’ve hit a chord with them.
2. Are they commenting? –Even better. People comment when they’re interested.
3. Are they sharing? - Bingo! When people share, you know you’ve got good stuff!

If you’re worried about being the online Talker, check out your following, reach and content. You probably have permission to share more than you think. Trust yourself. You’ll know when it’s too much.