

Social Media Is Not A Replacement For Direct, One-on-One Communication

October 23rd, 2009 by Kara

I recently hired a terrific online technician to complete a job originally started correctly by another project manager .

Everything's running smoothly now, but for more than a week I received no response from the project manager despite multiple telephone, e-mail and text messages.

His reply came several days later, via a Facebook Instant Message. He attempted to have our conversation on FB, but I told him that I did not want to discuss our work this way. He proceeded anyway, resulting in my having to request a telephone conversation — twice.

I can't make this stuff up...

Since going solo two-and-a-half years ago, I've encountered quite a few scenarios like this one, that have left me both surprised and perplexed. The most important outcome of these experiences is the level of expertise of the people I now work with, so the struggle does indeed make us stronger. With this in mind, since more and more legal marketing and other professionals are entering the entrepreneurial arena, I wanted to share some quick **Communication Tactics** with you.

1. **It's important to remember that the internet is not a replacement for anything; and is best when used in conjunction with traditional communication, ie: **picking up the telephone or an in-person conversation.** (*I can't believe that I'm having to say this...*)**
2. **NOT communicating directly makes you appear incompetent and irresponsible**
3. **People need to meet face to face much more than we do. Monetary concerns in mind, there are times where not doing so is sheer laziness, or a silk screen for taking full responsibility.**

Texting is just RIDICULOUS

There's no more direct way to interact than in person. We as a society really need to be honest about that.

Say NO to



Clowns

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