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	Comment Text	Response Date
 Find	1. Anyone that calls themself an expert probably isn't one. Same as people who self-proclaim their guru status. That comes from respect and has to be earned.	Fri, 1/16/09 8:48 AM
 Find	2. Can someone be a "history expert" if they weren't there to see the events happen? Can a jury judge people for how they acted in a situation they haven't been in? It seems like a pretty obvious "yes". Entertainingly, if the results favor "no", it proves a related point: people who use Twitter and heard about the survey there don't necessarily understand things any better than anyone else.	Fri, 1/16/09 8:35 AM
 Find	3. Social media is broader than blogs.	Fri, 1/16/09 8:31 AM
 Find	4. A blog is a good rally point to share information and I think it would be important but still optional.	Fri, 1/16/09 8:30 AM
 Find	5. I think relying strictly on a blog as a sign of "expertise" completely contradicts what it means to be an expert in social media as a whole. However, I also think one *should* have a blog or contribute to blogs in order to be well-rounded enough to be considered an "expert." Could you play professional basketball if you were unbelievably athletic and talented but couldn't dribble the ball? Yes. Would the ability to dribble probably take you from the level of star to superstar. Yes.	Fri, 1/16/09 8:27 AM
 Find	6. i could be a big picture kinda person and study the system from the outside of it and not actually participate in it. this would actually eliminate biases and such. i think you might actually learn more about the system outside of it.	Fri, 1/16/09 8:21 AM
 Find	7. If someone has a collection of other "presences" (i.e. FB, Twitter, Flickr, Disc. forum participant), but doesn't happen to have a blog, they can still be SM expert.	Fri, 1/16/09 8:20 AM
 Find	8. I don't think you need a blog to have social media expertise. But no one should be calling themselves a "social media expert" anyway, one way or the other. It makes them sound like a douche.	Fri, 1/16/09 8:20 AM
 Find	9. I don't think that the term 'expert' should be used with social media, just seems like the space is changing so rapidly that we're all continually learning and that no one person can really claim to understand it all.	Fri, 1/16/09 8:19 AM
 Find	10. Absolutely, let's take this outside of social media for a sec- there are male gynecologists, vets who don't own pets, astronomers who have never left earth, etc. etc.	Fri, 1/16/09 8:19 AM
 Find	11. I think it presumptuous for anyone to call themselves "an expert" at anything.	Fri, 1/16/09 8:18 AM
 Find	12. Writing a blog is just one way to share what it is you do in social media. If all you do is write a blog? That doesn't constitute being a social media expert either. Many corporate SM folks don't write blogs but are clearly experts. ~Kelly Feller, Intel	Fri, 1/16/09 8:18 AM
 Find	13. There could be a variety of reasons that one might not have or contribute to a blog - time, resources, desire. But, if a social media expert understands the power of a blog, the importance of connecting and engaging with an audience and the benefits of having a voice on the Web, they can certainly communicate these thoughts to others without having to post it themselves.	Fri, 1/16/09 8:17 AM
 Find	14. I know people who have executed AWESOME social media campaigns who don't blog. So by definition you don't have to have a blog to be an expert. Tom O'Brien	Fri, 1/16/09 8:17 AM
 Find	15. blogs themselves are a vehicle for social media, but are not inherently social. proactively pursuing links is social. I could develop a video, post it on a bunch of sites,	Fri, 1/16/09 8:16 AM

promote it on twitter, etc. and still not have a blog. yet the video could traverse the internet w/o a problem. so blogging is indeed optional for being an expert. That said, it certainly helps to have one!

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|  Find | 16. a blog doesn't make you an expert, and not having one doesn't preclude you from being one. it's not that superficial. most folks think that way, though, at least initially, which is why perhaps social media's defining quality to date is an endless ability to talk about itself | Fri, 1/16/09 8:15 AM |
|  Find | 17. Blogs aren't the end-all, be-all of social media, but rather are a microcosm of a larger category. I would be suspicious, but I wouldn't rule it out, if someone claiming expertise in the area didn't have a blog. | Fri, 1/16/09 8:15 AM |
|  Find | 18. How can you be an expert if you don't participate in what is often the cornerstone of conversation on the social web? @leeodden | Fri, 1/16/09 8:13 AM |
|  Find | 19. How could you call yourself an expert? Doesn't matter how "busy" you are, in our industry you must practice what you preach. | Fri, 1/16/09 8:13 AM |
|  Find | 20. Too many people trying to grab this niche. | Fri, 1/16/09 8:10 AM |
|  Find | 21. I think using the word expert to describe yourself is crazy! Let others have that opinion but don't put yourself up on an ivory tower. | Fri, 1/16/09 8:07 AM |
|  Find | 22. Everyone seems to think that Blogging is the end all and be all of social media. Blogging, however, takes at the very least a minimum desire to write along with the time involved to build the blog. While it is important to understand blogging and how it works, there are enough social media tools out there that blogging may not be the best way to go. Depending on the goals of the social media campaign, the "expert" advice may be to pursue routes other than blogging depending on the objectives. | Fri, 1/16/09 8:03 AM |
|  Find | 23. No one is really a "social media expert." It is still a relatively new space that everyone is exploring. Yes, some are more experienced than others, but expert? I don't think so. | Fri, 1/16/09 8:02 AM |
|  Find | 24. absolutely no way - blogging is crucial. Got have some kind of content to back up your claims to "knowledge" and "expertise" | Fri, 1/16/09 8:00 AM |
|  Find | 25. Blogging is nearly one of the tools. Do your clients have blogs? Did you help them create and continue to help them improve those blogs? Does your company have a blog? Knowing blogging and contributing to the blogging community (even if just through comments) is essential. Having a blog is perhaps not. | Fri, 1/16/09 8:00 AM |
|  Find | 26. It's not about what you DO in social media, but it's what you KNOW. Sure, having a blog gives you experience, but knowing the best ways to get your message out and the do's and don'ts to social media involvement is what I would consider "expertise". | Fri, 1/16/09 8:00 AM |
|  Find | 27. I think blogging is one of the fundamentals of social media, personally. | Fri, 1/16/09 7:58 AM |
|  Find | 28. Blog is optional, but some other social media usage better be going on. Twitter, Facebook, something! | Fri, 1/16/09 7:57 AM |
|  Find | 29. could be said for several other sm channels... | Fri, 1/16/09 7:57 AM |
|  Find | 30. Social media consists of many other things besides blogging. You be an active contributor of Twitter, Facebook, and other outlets, and have experience with social media. You can track and read blogs and still be an expert also. | Fri, 1/16/09 7:56 AM |
|  Find | 31. I've said that a blog is optional - but I'd add a caveat - I think it's crucial to understand the dynamics of blogging, to be aware of their reach, influence and limitations. But there will be people out there who can observe and develop insights, understanding and ultimately expertise without actually writing or contributing to one. But it would definately | Fri, 1/16/09 7:56 AM |

restrict your 'expertise'. [richardjnelson]



32. Blogs are not the only form of social media.

Fri, 1/16/09 7:56 AM



33. I think that would be the bias of prospective clients. So if you want to work- Esp inearly day of career then yup. Get that blog going.

Fri, 1/16/09 7:54 AM



34. I feel having a blog is optional as long as you have a deep understanding of the value a blog has as a social media tool and know how to use them properly for various purposes. In order to do this I feel you'd have to at least experimented with blogs in the past, even if you no longer contribute today. - David Brim

Fri, 1/16/09 7:54 AM



35. This term "Social Media Expert" Sucks! Too many people out there claiming to be SM Experts. It doesn't set you apart from the pack of people all claiming this. If you want to know who a SM expert i ask them some questions, see what kind of work they have done. If they don't have a blog...they are not an expert! The folks that feel calling themselves experts is weird are probably the folks that are the real "Experts" Companies are pushing their marketing and PR into the space because they believe the cost is lower, and these people feel they are experts. They are not! - Keith Burtis

Fri, 1/16/09 7:54 AM



36. If you're going to talk the talk you need to walk the walk

Fri, 1/16/09 7:53 AM



37. analogy is closer to lit. crit. than sports coaching, where specific tech knowledge is necessary. - russell Lack

Fri, 1/16/09 7:52 AM



38. I think that anyone who uses social media should be considered an expert, since there's little to learn. Companies just need to have it explained to them. Sorry to push my own blog, but I recently wrote a post on this exact question: <http://wyattpeak.com/2009/01/12/everyone-is-a-social-media-consultant-a-different-take/>

Fri, 1/16/09 7:50 AM



39. I think I am an expert as i promote others blog and their brand message on social media.

Fri, 1/16/09 7:49 AM



40. And for those with a lot of Twitter followers, this doesn't make you an expert either!

Fri, 1/16/09 7:48 AM

100 responses per page