

SOCIAL MEDIA SERIES | UNDERSTANDING EMOTION

When it comes to social networking, there is a heavy amount of psychological understanding behind it. I will not pretend to be a doctor or spew the human condition; I will, rather, devise a connection between how people communicate, the type of people we've evolved into and how this all connects to social networking.

It's important to take this opportunity to pause and understand what this all means, and what this has to do with social networking. It's all rather simple and when you come to the conclusion, it will all connect – similar to a psychological thriller. By explaining this, it will also summarize this entire chapter: humans are attention whores.

Society has dictated a style of communication that encompasses tabloids, reality television and social networks. Popularity has become the focal point for many, and the number of “friends” or “followers” on any given network is a score of how popular they really are. Someone who has a lot of followers is “popular”, whereas someone with a few friends is the equivalent of a social outcast in adolescence.

All of this connects to an important element in properly utilizing social networking for your business, product or image – build on that connection.

I cannot stress the importance of building those connections – speaking to one single person in a public forum or acknowledging someone's statement makes them stand-out. If you're positively recognizing an individual, your action will have to positive effects:

1. The person who made the statement will suddenly feel empowered. Being recognized brings an overwhelming positive feeling. That positive feeling will connect to you – creating a positive experience.
2. Others who witness this moment of recognition will seek that attention. Like a needy middle-child, they seek approval. Your communication will suddenly become important and your approval is the ultimate goal.

The most successful companies and people who utilize this form of recognition create positive experiences for consumers who may not necessarily purchased from your company or utilized your product. However, this develops a positive opinion which is extremely valuable.

Connecting with people on an emotional level is as simple as that little piece of recognition. Bring yourself back to a place where you were a child who scored well on a school test. Your parent may have put that paper on the refrigerator, displaying your accomplishment for all to see. Imagine now that with social networking, you're able to do that for consumers on a mass scale.