
CONVERSATION STARTERS

**100 No-Fail Questions to Create Meaningful
Social Media Conversations**



Rebekah Radice

Conversation Starters: 100 No-Fail Questions to Create Meaningful Social Media Conversations

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About Rebekah Radice

Rebekah Radice is an award winning blogger, highly sought after social media strategist, consultant, and speaker and the author of "[How to Use Social Media to Virtually Crush the Competition.](#)"

Rebekah has been blogging since 2004 on one of the top social media blogs, rebekahradice.com - voted a "[2015 Top 10 Social Media Blog](#)" by Social Media Examiner. As a recognized leader and influencer, Rebekah has been featured on Social Media Examiner, Social Media Today, Steamfeed, 12Most and Alltop and was listed listed as one of the [Top Ten Content Marketers of 2014](#).

Rebekah has mastered the art of Digital Marketing and creating a brand that says "WOW". By working with a variety of industries and clearly understanding what their core values are, she is able to translate their brand in a way that naturally creates interaction and social engagement.

In her 17 years of marketing, she has helped companies grow from a single person operation into a multi-million dollar company.

With her early days spent on morning radio, Rebekah has honed her skills at engaging and reaching an audience. She is passionate about small business, having trained thousands of business professionals on how to use social media strategically, allowing them to maximize, prioritize and monetize their online efforts.

Her "back to basics" approach has transformed small to medium sized businesses by increasing their market share. Her goal is to help companies transition an established offline brand into monetized results-generating digital marketing campaigns.

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Why Conversations Matter

Social networking has revolutionized the way businesses establish relationships.

With traditional networking it was necessary to dress up, go to the office and meet with customers or drive to a local event to get face to face with other like-minded business professionals.

With the advent of the Internet, that necessity faded away. Today, building relationships is as simple as logging into your favorite social network.

Yet, many business owners still struggle to communicate online.

Do you find yourself wondering how to connect, engage and create more meaningful social media conversations?

Have you questioned how to break the ice on sites like Facebook, Twitter and Google Plus?

If so, you're not alone.

Whether it's relationships with peers, influencers or consumers you're looking to create, there is good news. Social networking doesn't have to be difficult. In fact, it's a learned skill that anyone can master.

If you struggle to find the right words when starting conversations on social media, then consider this. Just as with in-person conversations, getting to know someone can be awkward if you're not prepared.

That's where [networking skills](#), some common sense, and practice come in.

So, how can you effectively reach out to someone new?

While there aren't any golden rules or magic pills that will instantly transform your communication, there are ways to create more significant relationships through the power of questions.

Asking questions will show that you're interested and prove that you're more than just the posts and tweets you're pushing out.

They allow you to dig deeper and gain insight into the people sharing space within your social media world.

The following is a list of questions that will:

- Offer real insight into the people you connect with online.

- Create beneficial relationships for both parties.
- Give you a deeper understanding of how you can best support your community.
- Encourage referrals through targeted information.
- Open the door of opportunity and business growth.

But before we dive in, there are a few things you need to know.

Get Prepped

With the fast-paced nature of social media and the decline of the human attention span (it now sits at a mere eight seconds, that is four seconds less than the year 2000 and one second less than a goldfish), mastering this skill is no longer an option, but a requirement.

It also means that capturing attention quickly is more important than ever before.

In order to make your message stick and your conversations stand out, you must earn the attention of your audience. And you must do it in a short amount of time.

While social media might make everyone from CEO's, to authors and your next potential client more accessible than ever before, pouncing on the opportunity without preparation is a mistake.

There are several basic rules you need to follow and updates that must be made before launching into a social media relationship building campaign.

Networking Basics: Preparation Steps -

1. Know Your Target

The first key to better relationships is to know whom you're talking with. Before you reach out, you need to do some research.

Read through their social media bio. While Twitter will give you a quick overview, dive deeper and review their Google Plus bio or the 'About' page on their blog. There you will find insight into who they are and what makes them unique.

Once you have an understanding about their interests, passions and industry, you will be able to craft targeted questions. And who doesn't like someone taking a special interest in who they are?

No matter if it's Facebook, Twitter, LinkedIn or any other social network, take the time to truly get to know others. When you take a genuine interest in those around you, they'll naturally want to learn more about you.

2. Be an Extraordinary Giver

"You can have everything in life you want, if you will just help other people get what they want." - Zig Ziglar

At its core, social networking is about helping others. It's about giving without any intention of receiving something in return.

Whether it's your time, information or a listening ear, make an effort to collect relationships, not just numbers on social media. It will come back to you tenfold.

As Brian Tracy said,

"Successful people are always looking for opportunities to help others. Unsuccessful people are always asking, 'What is in it for me?'"

Social networking, when done right, can be a powerful addition to your marketing efforts. Not only can you connect with potential clients, peers and influencers, but also establish credibility while building trust and rapport.

3. Communicate Value

If I asked you what you do or how you help people, would you know how to answer? And if so, is your answer clear and succinct?

Not only must you be able to articulate your value easily, but also in a way that makes sense to your audience.

I challenge you to look at your business through the eyes of your consumer.

As much as the general belief is that social media is just a platform for distribution of promotional material, the truth is the absolute opposite. Most business people may see the former approach as logical, but the appropriate strategy is based on building, investing and watching relationships grow.

Instead of looking at your product or service and saying, "What?" look at it and ask, "Who?" Who can you serve, help, give a little bit more to as opposed to what can you sell them today? I guarantee, the "who" is what will inspire engagement and, ultimately, encourage them to take the next step with your business.

Marketing expert Seth Godin often asks his readers what the value of social media is if your message is dry, generic and boring? The idea behind his message is to [create differentiation](#) rather than simply conforming to what others are doing online.

If you want your message to connect, create impact and spread, you must communicate your value in a way that sets you apart.

Relationship marketing allows you to not only start the conversation, but also join the conversation. By doing this in an authentic way, you can offer a substantial amount of value simply by showing up on a daily basis.

If you can offer information and value beyond what is currently available, you will be embraced, appreciated, and financially rewarded.

On the other hand, if you choose to regurgitate the same tired message others are spreading, then you will quickly fall off the radar of your target market.

4. Get Involved in the Conversation

Creating [meaningful conversations](#) isn't a one-way street. It requires give and take. The only way to establish, nurture and improve upon relationships is to get involved in the conversation.

Be a catalyst for change within your industry or niche. Step outside the walls you have built around your social networks and strive to elevate the conversation.

Simple Reminders

If you're eager to [build relationships](#) that benefit both parties, then you're going to have to commit to a few things first.

As with anything else worthwhile, creating better social media connections will take time. It will require that you make a daily commitment to improving your message as well as your conversation.

As I've said already, there is no fast and easy solution to better communication. It takes time and persistence.

It will also require that you bridge the gap between mindless chitchat and enhanced discussion.

As you get started, keep these thoughts in mind:

- No one likes a sourpuss! Be cheerful, enthusiastic, and supportive.
- If someone doesn't want to engage, that's ok. It has no reflection on you. Simply move on.
- Social media moves fast and timing can be everything. Pay attention to when people are online and work to connect during those hours.
- You're only one person. Take it one step and one relationship at a time.

The questions below are designed to encourage conversation and only act as a starting point. Everyone needs a [creativity boost](#) and these questions are exactly that.

Take them and turn them into something that would naturally come out of your mouth. You don't want to ask something that's inauthentic or out of alignment with your established brand.

100 Questions to Create Meaningful Social Media Conversations

1. What is the best compliment you have ever received?
2. What movie could you watch over and over again?
3. Are you a cat or dog lover?
4. Where did you grow up?
5. What is the best thing to do in your hometown?
6. What is your favorite pastime?
7. Who do you admire the most, and why?
8. If you could run away for a day and do anything you want, what would you do?
9. If you could have personally witnessed any moment in history, what would it be?
10. If you could retire tomorrow, what would you do?
11. What does your perfect pizza look like?
12. What is your favorite word and how would you use it in a sentence?
13. What is your favorite knock-knock joke?
14. If you could star in any TV show throughout history, what would it be and who would you be?
15. If you were a superhero, who would you be?
16. What is your superpower?
17. If you were in a band, what instrument would you play?
18. If you could adopt a baby or an animal, which would you choose?
19. It's your perfect night – are you snuggled up with a good book on the couch or spending a night on the town with friends?
20. Tea or coffee?
21. What is your favorite flavor of Jelly Belly?
22. If you could only eat one thing for the rest of your life, what would it be?
23. If you could travel anywhere, where would it be?
24. What is your favorite time of the year?
25. Would you rather hike a mountain or lay on the beach?
26. If you were snowed in for the day, what would you do?
27. How many languages do you speak?
28. What is the one musical instrument you have always wanted to play?
29. What is your favorite childhood memory?

30. What do you love more – sitting at a computer or meeting with people all day?
31. What do you love most about your job/niche/industry?
32. Why are you using social media in your business?
33. Who's your perfect client?
34. What accomplishment makes you the most proud?
35. What is your favorite client success story?
36. What is the number one reason you get up and go to work everyday?
37. If someone were just stepping into your industry, what one piece of advice would you give him or her?
38. What business book has inspired you the most?
39. What is your favorite success or inspirational quote?
40. What is the most embarrassing thing that's ever happened to you at a networking event?
41. If you could start a new career tomorrow, what would you do?
42. Describe yourself in three words.
43. Do you have kids?
44. Where's your favorite travel location?
45. If you could spend a week on a beach or in the mountains, which would it be?
46. If you could meet any historical figure, who would it be and why?
47. What are your five favorite foods?
48. Are you winter, spring, summer, or fall? Why?
49. What three items would you want to have with you if you were stranded on a desert island?
50. If you could choose your "forever age, what would it be and why?
51. What is the weirdest thing you have ever eaten?
52. Describe your own outlook on life in six words.
53. If you were President for the day, what three things would you change about America?
54. What would you do in life if you knew you couldn't fail?
55. What is your favorite smell? Why?
56. What characteristics do you most dislike in yourself?
57. What makes you laugh out loud?
58. What was the last thing you geeked-out about?
59. What is one of your weird quirks?
60. If you were famous, what would you be famous for?
61. What is your favorite TV channel?
62. What was your favorite musical group when you were in Junior High?
63. You're about to make your way down the green mile, what do you have as your last meal?
64. If you could choose, how would you like to die?
65. What do you consider your greatest achievement?
66. What do you think the greatest invention is in your lifetime and why?
67. What do you think the people of China call their good plates?
68. If you could go on a road trip with any person (dead or alive), who would it be and where would you go?

69. What is your favorite ride at an amusement park?
70. What do you want your tombstone to read?
71. If you could invent anything to solve a problem, what would it be?
72. What one item would I always find in your refrigerator?
73. What does your best day ever look like?
74. What is one of the top things you want to do before the end of the year?
75. What one thing do you want to accomplish in your business?
76. If you won the lottery, what is the first thing you would do?
77. Would you do your job for free if time or money were no object?
78. What is your favorite place to visit in the world and why?
79. Recite a line of one of your favorite songs.
80. What "signature" dish do you love to make at the holidays?
81. Who do you admire most and why?
82. When you were growing up, who did you look up to and why?
83. Rain, fresh cut grass...what is your favorite smell?
84. What one trait do you think most people would be surprised to find out you possess?
85. What is your best piece of business advice?
86. What is the last movie you went to see?
87. If you could change one thing about where you live, what would it be?
88. If you had the choice, would you: skydive, bungee jump or take a hot air balloon ride?
89. What is the funniest name you have ever given a pet?
90. If you could move back to your birthplace, would you?
91. You were just named Ruler of the World, what is the first thing you do?
92. If you could go back in time, what is one thing you would change?
93. You go through a midlife crisis tomorrow, what car do you buy?
94. What is the most embarrassing thing you have ever done in public?
95. Which would you choose: ice cream or cookies?
96. What would you rather play: board or card game?
97. What is your favorite charity?
98. Do you sing in the shower? If so, what is your go-to song?
99. If you were a published author, what would your book be about?
100. It's the last day of your life, who is the only person you would want to see?

Next Steps

With the arrival of social media and automated tools, it has become increasingly important to [keep the social in social media](#). The questions above will help you stay involved in the conversation, even if you have automated certain processes within your strategy.

While automation in moderation is important, it is vital that you remain engaged with your fans follower and customers. If you don't actively engage with your audience, they'll become disengaged with you. You will quickly find it harder and harder to keep the conversation going.

However, the questions above are only one part of the overall equation. In order to maintain a [vibrant community](#) and earn the trust of our audience, you need to stay social on social media by:

Commenting - If someone posts something related to your industry or niche, try to give a well thought-out comment about it. Even if you disagree, as long as it's not nasty, you can get a good conversation going where people will become curious about who you are. Go beyond "good job" or "nice post" comments. Pick something out of the post and make a real contribution to the discussion.

Mention Others - Make notice of other people by tagging them in a discussion or mention of them. This will bring liveliness to the conversation that might not occur otherwise. Social media networks are huge communities. If you don't call someone out and make him or her notice the discussion they may miss it. I will caution you to only use this when the conversation is relevant to specific people. It is poor [social media etiquette](#) to randomly tag. Make your tagging meaningful.

Like, Share & +1 - If content is relevant to your niche, you should like it, share it and plus one it as often as you can, adding your comments too. This shows that you're a real person reading and participating in the social interaction that is supposed to take place with social media.

By asking well thought-out questions, commenting, mentioning others, and sharing relevant content, you provide your audience with a rich experience. Not only does it allow them to get to know you, but it also helps you to develop a reputation as someone who is available and accessible.

Get started today and then make a habit of it every day hereafter.

Have fun building trust and establishing your reputation online one conversation at a time!