

Here's a simple test. If they can answer 7 out of 10 of the questions below, they may understand how social media will affect you and your company.

Here we go...

1. *Can they explain what "The Fundamental Shift in Power"© means?*
2. *Can they explain how social media marketing is completely different from conventional marketing?*
3. *Can they name at least three tools designed to assist you with your cyber-surveillance reputation management?*
4. *Can they name the most valuable social network, from a marketing "watering-hole" perspective?*
5. *Can they explain why email segmenting, day-parting, and the "1.54 second rule"© are so important?*
6. *Can they name any 3 of the Fortune 1,000 companies actively branding themselves in a virtual world?*
7. *Can they explain 2 advantages to "in-game" advertising?*
8. *Can they explain why all search engines give preferential indexing and greater SEO rankings to blogs through "Link-Love" and "Google Juice"?*
9. *Can they explain the best way to use social media psychology to defuse negative press?*
10. *Can they name what two drugs in the brain are responsible for causing a video to go viral and why?*

If *they* couldn't answer at least 7 out of the 10 questions above, they really aren't Social Media experts...