

**TAMING THE SOCIAL MEDIA MONSTER: SOLUTIONS  
TO THE 5 BIGGEST MISTAKES COMPANIES MAKE**

**Luise Antonson**

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The concerns of high level leaders are valid, and the enthusiasm of those employees already utilizing the various social media platforms may seem, to the less tech-savvy executives, to be disconnected from the core mission of the business. The Internet is an encyclopedia of easily accessible information. While some companies reject the notion of social media altogether, other companies dive in headfirst without fully recognizing the consequences.

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28, One of the best ways to allow people to participate is through crowdsourcing.