

SOCIAL MEDIA

And Your Business

By: Michael Sliter



What is Social Media?

Social media are the various forms of user generated content and the collection of websites and applications that enable people to interact and share information online

- Social networking sites (*Facebook, Twitter, LinkedIn*)
- Blogs (*Wordpress*)
- Video sharing sites (*YouTube*)
- Photo sharing sites (*Flickr*)
- Crowdsourcing (*Wikipedia*)
- User reviews (*Amazon, Yelp*)
- Streaming sites (*Ustream*)
- Social bookmarking (*Digg, del.icio.us*)



Examples of Social Media

facebook

flickr™



myspace.com



twitter

You Tube

Broadcast Yourself



Instagram

g+



Pinterest



Social networking accounts for 28% of online media time

GlobalWebIndex – Know Your Audience™



DAILY TIME SPENT ON ONLINE ACTIVITIES



globalwebindex.net /// **Question:** On a typical day, roughly how many hours do you spend on/doing the following? /// **Source:** GlobalWebIndex Q1 - Q2 2014 /// **Base:** Internet users aged 16-64

Why Use Social Media For Your Business?

- Introduce & promote your brand.
- Find customers and build clientele.
- Find out what people are saying about your business (and others in your industry).
- Receive feedback about your brand / products.
- Solidify your reputation as a valuable and knowledgeable resource and an expert in your industry.

Advantages of Social Media

- Tap into an active platform.
- Build relationships and convert customers.
- Creativity and the re-mix culture.
- **Embracing your passion and identity.**
- Community, sharing, and connecting.
- Increased transparency.



Disadvantages of Social Media

- Great content can get overlooked / difficult to “break through”.
- Delivering content consistently can be difficult.
- Polarization and social anger.
- Time commitment.
- **Work/Life balance is hard to achieve!**



Follow These Guidelines
For Best Results

“Realize that the social media success equation isn’t big moves on the chess board, it’s **little moves** made **every day** that eventually add up to a **major shift.**”

- Jay Baer



Things to Consider

- ⦿ Whichever social networks you opt to use for your business, they become a part of your overall brand.
- ⦿ What will be the “tone” or “voice” of your brand?
- ⦿ What will you say and share?
- ⦿ **Take the time to plan out your social media strategy.**



Creating A Social Media Strategy

Use these four steps to create a strategy for your social media marketing:

1. Know your audience
2. Set clear goals
3. Develop a plan
4. Implement the plan
5. Adapt & Repeat



Building Your Brand on Social Media

- ⦿ Your social media content should be as well crafted as your other marketing materials. Dedicate the time & resources to plan your social media marketing strategy.
- ⦿ Consider a paid ad campaign or sponsored message to promote your brand, service or product.
- ⦿ There are a lot of free tools available to help you manage your social media accounts. (HOOTSUITE, etc.)
- ⦿ Hiring a consultant to handle your social media marketing can be a great option for those who want a turn-key solution.

FACEBOOK



Facebook For Your Business

- There are over 1.65 billion monthly active Facebook users worldwide... a 15 percent increase year over year.

Source: Facebook (4/27/16)

- Facebook has 2.5 million advertisers and 50 million small businesses on Pages (up from 45 million last quarter).

Source: <http://techcrunch.com/2016/01/27/facebook-grows/>

- Facebook is too big to ignore. For the first time ever, Facebook is being used **more than** Google for online marketing.
- 42% of marketers report that Facebook is critical or important to their business.

Source: State of Inbound Marketing 2012



Facebook Tips

- Create a Facebook PAGE for your business or organization. Never use a personal profile to promote your business.
- Paid Facebook ads allow you to target users by age, location, interests and other demographics. You can promote specific posts or promote your Facebook page.



Facebook Tips

🕒 Complete all the details for your Facebook page to improve SEO and usability. Answer these questions:

- Who are you?
- Where are you located?
- What products / services do you provide?
- How can I reach you?
- When are you open?

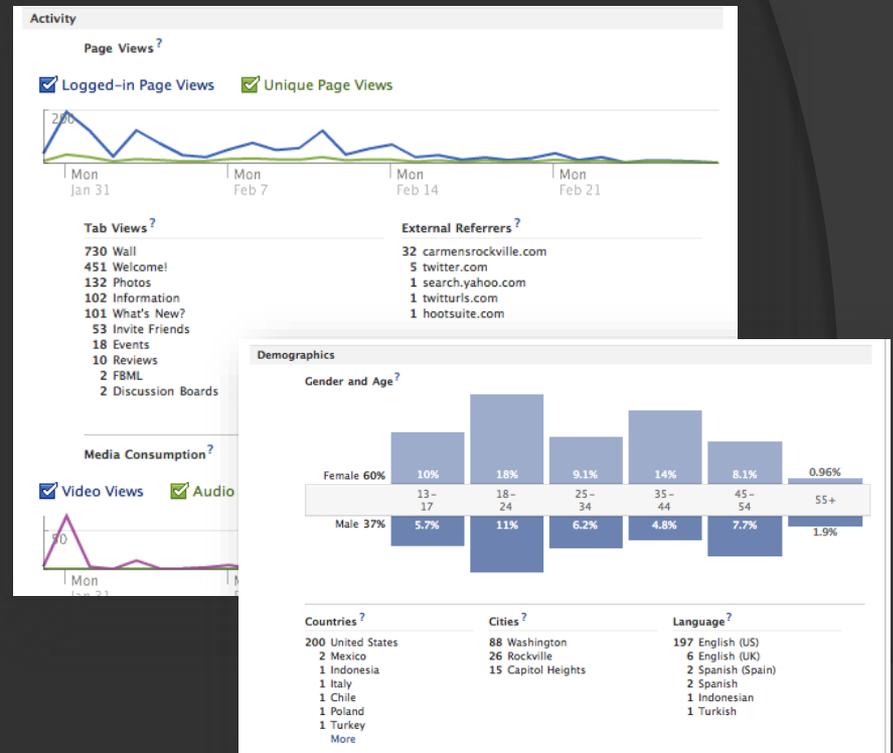
About Hotwire Productions.net

Overview	PAGE INFO
Page Info	Category: Local Businesses : Local Business
	Name: Hotwire Productions.net
	Subcategories: Web Design and Graphic Design
	Facebook Web Address: www.facebook.com/hotwireproductions
	Address: PO Box 339, London, Kentucky 40743
	Start Date: Born in 2001
	Hours: Mon-Fri: 10:00 am - 6:00 pm
	Short Description: (606) 682-6799 We specialize in website design & hosting, graphic & print design services and video production/editing. http://hotwireproductions.net
	Impressum: Input Impressum for your Page
	Long Description: Write a long description for your Page
	General Information: HotwireProductions.net is a full service web site design, graphic design and video production company based in London, Kentucky. We specialize in website design, development, web-hosting, graphic design and video production services. We promise to deliver only the highest quality services on time and on budget! Visit us online at http://www.hotwireproductions.net/ to learn more or request a free no-obligation website consultation and quote!

Facebook Insights

Measure Your Results...

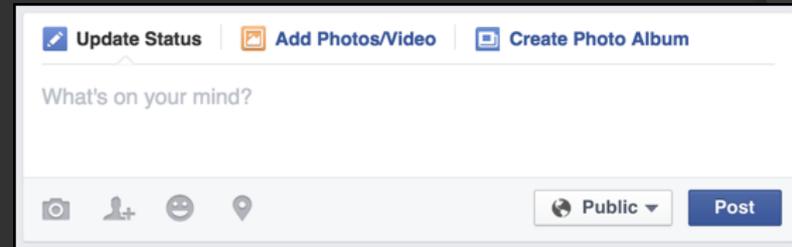
Total page likes, post interactions, daily active users, new likes/unlikes, like sources, demographics, page views and unique page views, tab views, external referrers, and media consumption.



Facebook Tips

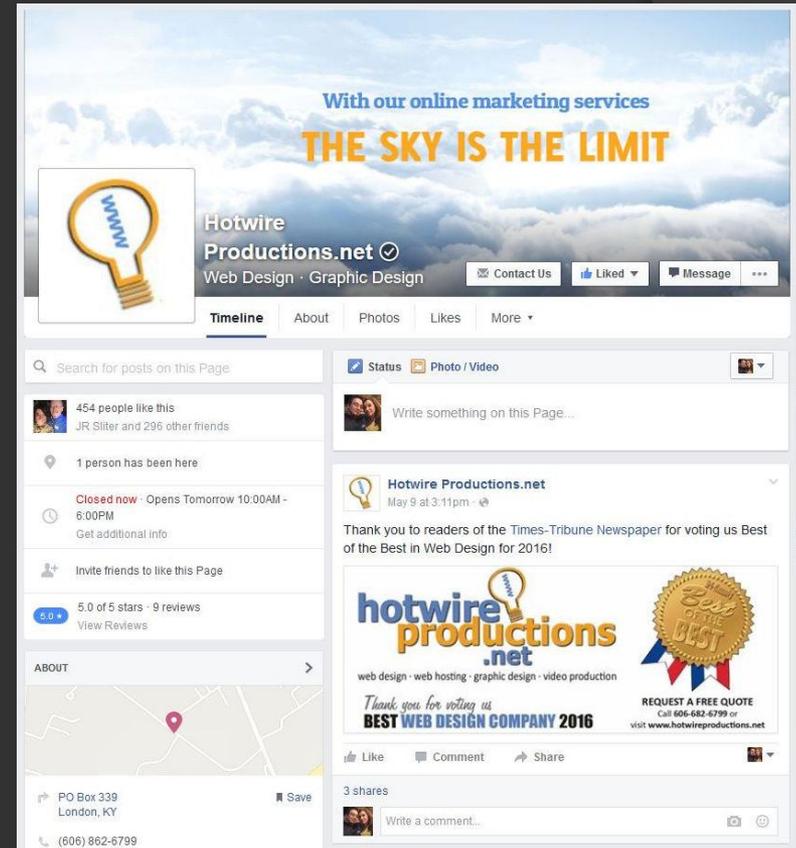
What Should I Share?

- **News** – Is there anything going on internally worth sharing? Upcoming events? New hires? Important announcements?
- **Industry trends/news** –What are the current trends? News posts can be funny, shocking, serious, entertaining. It makes you look like an expert.
- **Client news** – Great way to promote upcoming client events and campaigns. It lets people know who you're working with and for whom. Client's love the attention.
- **Past achievements** – What were some of your greatest accomplishments? Brag about yourself.

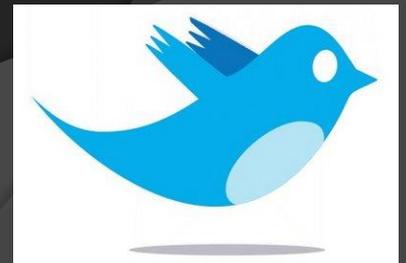


Facebook Tips

- **Set Your Vanity URL:**
www.facebook.com/hotwireproductions
- **Share your business on Facebook easily with friends, family, co-workers, and other Facebook users.**
- **Increases your SEO when people enter your business and/or name on Google, Yahoo, or similar search engine sites.**



TWITTER



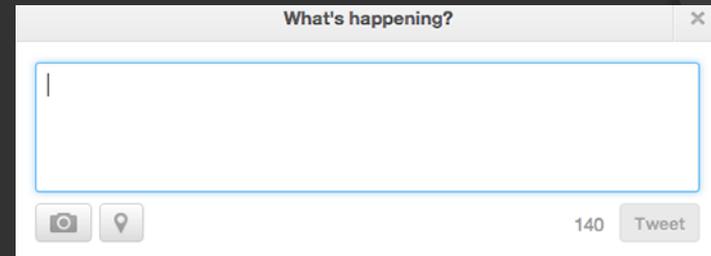
Twitter for Your Business

- **Promote** your mission and culture
- Twitter is the place to **connect** with niche audiences pertinent to your business
- Have **conversations** and build **relationships** with individuals in your industry—and clients' too!
- Monitor the **competition** – who are they following? Who's following them? What are they up to?



Something To Tweet About

- ① **Industry news** - It can range from shocking and funny to serious and informative.
- ① **Upcoming events & client events** – A great way to promote what you & your clients are doing. Lets people know who we're working with and your Client's love the extra attention.
- ① **Day-to-Day** – A great outlet to showcase company culture. Did something funny happen at the office? Is someone winning an award? Tweeting is all about being conversational. Tell your story.



LinkedIn



Why Use LinkedIn for Business?

- **Information & Contacts** — Looking for a team of professionals for your project? LinkedIn is a professional network that can introduce you to new resources and professionals.
- **Competitive Edge** — LinkedIn is a great place to bounce new ideas and get the reaction of professionals from the same industry. Get an honest opinion of your business and also on the competition.
- **Trusted Contacts** — LinkedIn allows you to quickly check references and interact with people who may have provided a prospective employee with a recommendation.



LinkedIn Groups

- Groups allow members the opportunity to create and manage groups focused on a wide-range of business-related subjects
 - Topics: Education, Healthcare, Event Planning, Medicine, Blogging
- Groups offer valuable networking opportunities, linking professionals to resources and information that can be beneficial to their missions

The screenshot displays the LinkedIn Groups interface. At the top, there's a blue header with the word "Groups" and navigation tabs for "My Groups", "Following", "Groups Directory", and "Create a Group". An "FAQ" link is visible in the top right corner. Below the header, the main content area is titled "My Groups (10)" and lists ten groups, each with a logo, name, and a row of links for "Discussions", "News", "Updates", "Members", "Settings", "Share", and "Leave Group". The groups listed are: Designers Talk, E-Commerce Network, Entrepreneurs & Twitterholics R Us, Inbound Marketers - For Marketing Professionals, Marketers on twitter, Shareholder Value, Social Media Marketing Spain, Social Media Today, and Tweeples. On the right side, there are two light blue boxes. The top one is titled "Groups Directory" and contains text explaining its purpose along with a yellow "Find a Group" button. The bottom one is titled "Create a Group" and contains text about the benefits of groups along with a yellow "Create a Group" button.

LinkedIn Discussions

- Discussions, newsfeeds, subgroups (for promotion purposes)

The screenshot displays the LinkedIn interface for a group's discussions. At the top, there are navigation tabs: Overview, Discussions (selected), News, Jobs, Subgroups, and More. A 'Group Profile' link is visible in the top right corner.

Discussions: Recent Activity (274)

-  **Looking for Health, Wellness and Fitness Experts/Bloggers to Contribute and build brand at <http://www.CommonSenseHealth.Org>**
Posted 5 hours ago by Kim Peterson, at CommonSenseHealth.Org
[Follow discussion](#) | [Move to Jobs](#) | [Add comment](#) »
-  **Do you have a blogging resume?**
Posted 1 day ago by Paul Cunningham, Senior Consultant at Datacom and author of ExchangeServerPro.com
[Follow discussion](#) | [Move to Jobs](#) | [2 comments](#) »
-  **Have you ever run a contest for your readers?**
Posted 17 days ago by Michele C. Hollow, blogger at Pet News and Views
[Follow discussion](#) | [Move to Jobs](#) | [18 comments](#) »
-  **Provide you feedback on how to improve Social Network for**

Discussions

[Start a discussion](#) »

Recent Activity

- [Recent Discussions](#)
- [Most Comments](#)
- [My Discussions](#)
- [My Comments](#)
- [My Followed Discussions](#)

YouTube



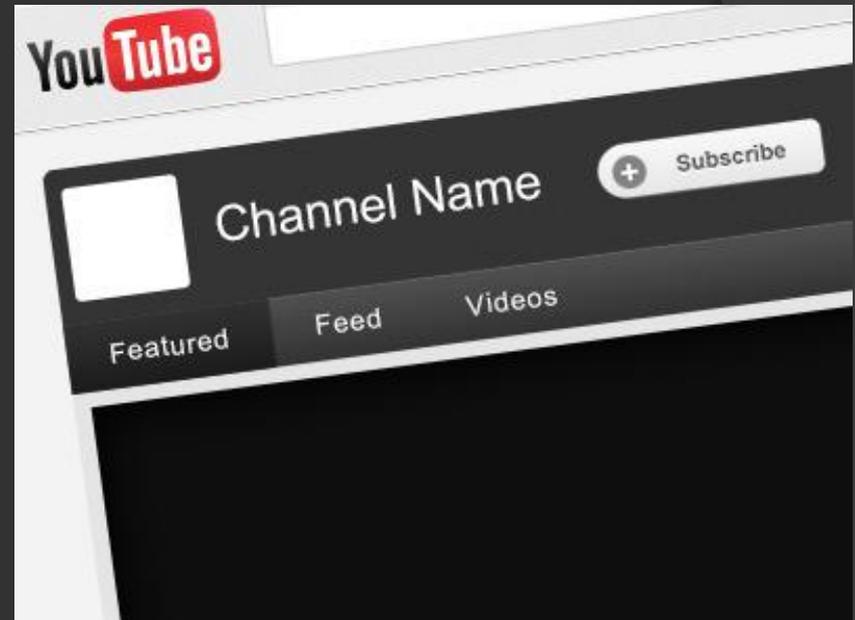
YouTube for Your Business

- ◉ **Market** your organization to millions of people with a minimal budget. What's required? *A video camera and a little creativity!*
- ◉ **Inform** — Your company mission and values; what do you do? Tell your story.
- ◉ **Educate** — "How-to" or a service demo (*How-to Study More Effectively; How to Wear the Right Makeup*)
- ◉ **Entertain** — Show off our past events and work! (i.e. *Behind the Scenes, How It's Made, etc.*)



YouTube for Your Business

- Link your YouTube channel to your business website, Facebook, LinkedIn, etc. Share your videos on all your social networks!
- Focus on SEO: Optimize video text and descriptions with keywords and links back to your homepage.



Yep, It's Still About Consistency.

- ◎ **If You Confuse, You Lose.**
If your message isn't well crafted, it won't resonate with your followers. Remember why they are following you.
- ◎ **Stay On Topic.**
Decide what you will talk about via social media and stick with it.
- ◎ **Don't binge post.**
Posting a lot of content all at once can annoy users. Schedule your posts for maximum impact.
- ◎ **Stay On Brand.**
When utilizing multiple social networks, **stay consistent throughout** and make visitors confident they have the right page.
- ◎ **Be genuine.**
Be yourself and find your voice. Tell your story.

Your Website Is Your Online HQ

- Add easy to find links to all your social media (Facebook, Twitter, LinkedIn, YouTube, etc.) on your website. Add a link to your website to all your social media sites.
- Add Facebook, Twitter, and LinkedIn links to your marketing collateral and email signatures.
- Add email subscription forms to your Facebook & website.



Be Authentic & Human

- ⦿ Social media for business is about **return on engagement**.
- ⦿ Connect with your followers & build opportunity through dialogue.
- ⦿ No one is perfect! Use negative comments or feedback as constructive criticism and use the opportunity to show customers that you care.



You're the Expert

- ◎ You know your business and brand better than anyone! Focus on what you know.
- ◎ Use your own discretion about what social media networks to use and how to craft your social media brand.
- ◎ **YOU ARE THE EXPERT** in your business, so share your expertise and watch your business grow.

QUESTIONS?

Michael Sliter

(606) 682-6799

michael@hotwireproductions.net

