

# Using Social Media for your **Small Business**

**1.** How are you listening?

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**4.** How quickly do you respond?

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**2.** What platforms do you use?

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**5.** How do you respond to a complaint?

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**3.** Where are your customers?

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**6.** Follow Up.

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# Using Social Media for your **Small Business**

## 1. Twitter

- use hashtags to target customers
- link back to Blog to expand msg
- retweet customer posts, local businesses
- always use your business hashtag

## 2. Blog

- great way to build SEO
- share your expertise
- use photos/videos in all posts
- share content on other social media

## 3. Instagram

- extended use of hashtags
- higher engagement
- picture tells 1000 words
- allows for short video message

## 4. Facebook

- show behind scenes - human side
- "friend" customers
- highlight clients
- solicit engagement by asking ??

## 5. Google +

- hashtag friendly
- SEO friendly
- can use Google Hangouts -  
good for local search

## 6. YouTube

- client testimonials
- Google friendly
- ask the expert ?
- can add SEO to descriptions

## Social Media Time Management Tips

**1. Have a plan.** Find out where your customers and prospects are having conversations and where your business can add value. Tool such as **Google Alerts** can be used effectively for this purpose.

**2. Don't worry about perfection.** We love amateurs, so start by listening and learning from others. Humility is something that is always exhibited on social media. Don't be afraid to make a mistake!

**3. Focus on one tool at a time.** It is much better to be effective using one social media tool than to use five of them poorly. Choose the tool based on where most of your customers and prospects are.

**4. Show up consistently.** If you can only spend one hour a week, be there consistently for that period of time. This is a much better strategy than spending 3 hours one day and then 15 minutes the next week.

**5. Use your own voice online.** This should reflect you and your company brand. People like hearing from the business owner or head of a company.

**6. Set a time limit.** Every marketing activity needs to have a time limit. It is easy to get distracted especially with social media and begin to drift. Get on and get off the social media tool according to your plan.

**7. Turn on notifications.** Notifications give you immediate notice when people are discussing your business on social media, and allow for a quick response in the event of a crisis.

**8. Schedule new content posts.** Optimally, this would be on a weekly basis to start. Using tools like Hootsuite or TweetDeck allow scheduling of posts.

**9. Review analytics.** Every marketing activity needs to have a result. This is no different. Check out this free tool, **Google analytics**.

**10. Set an expected return on your investment.** What does your business hope to gain from social media over what period of time?

## Daily / Weekly Social Media Checklist

### Use Google Alerts

(<http://www.google.com/alerts>) to follow your Business Name/Industry/Local Area  
**Tagboard.com** to follow your #hashtags

### Monday-Facebook

- Check on Birthdays – Send your customer a Birthday wish and/or an incentive to visit you!
- Respond to any comments on your wall
- Post at least one status message daily
- Share things you find interesting
- Respond to invitations by leaving a message
- Add at least one update to your Fan Page
- Leave messages on at least 2 fan pages & 2 Walls
- Add at least one Friend or Fan every day

### Tuesday-Twitter

- Use the search tool to find out what's going on around you
- Follow at least 10 new people and Retweet at least 5 things
- Reply to at least 5 Tweets with detailed replies
- Tweet at least 2 or 3 business related items

### Wednesday –LinkedIn

- Accept any invitations that you feel are appropriate
- Join a Q & A and take part in the conversation
- Provide a recommendation
- Start a Group or Stay Active as a moderator

### Thursday –Blogs

- Reply to any and all comments on your Blog
- Comment on any Blogs you feel can lead traffic back to your Blog
- Write a new Blog post promoting another Blog
- Email a synopsis of your recent Blog posts to your followers & share on your other Social Media sites
- Find at least two new Blogs to comment on

### Friday –Other

- Update/Add new items on **Pinterest.com** in areas that compliment your product/service
- Post a photo to **Instagram** .. use hashtags in description
- Reply to any threads related to your business
- Post a new thread in a forum or discussion page
- Accept any connections that make sense for your business
- Recommend a member's business, blog or website and tell why
- Create a short video/commercial upload to YouTube (do this weekly or monthly)