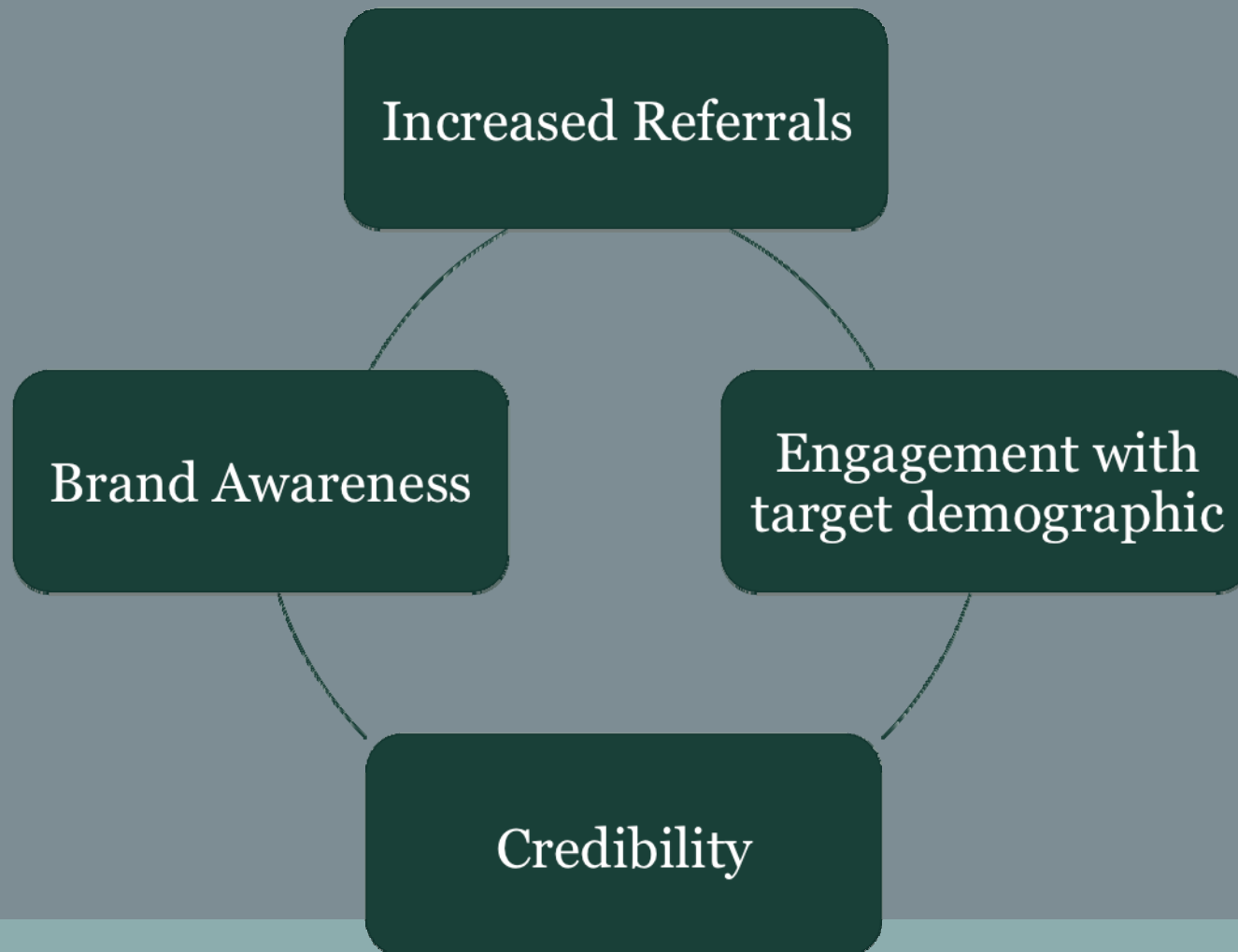


Using Social Media to Grow Business



FACEBOOK, TWITTER AND LINKEDIN

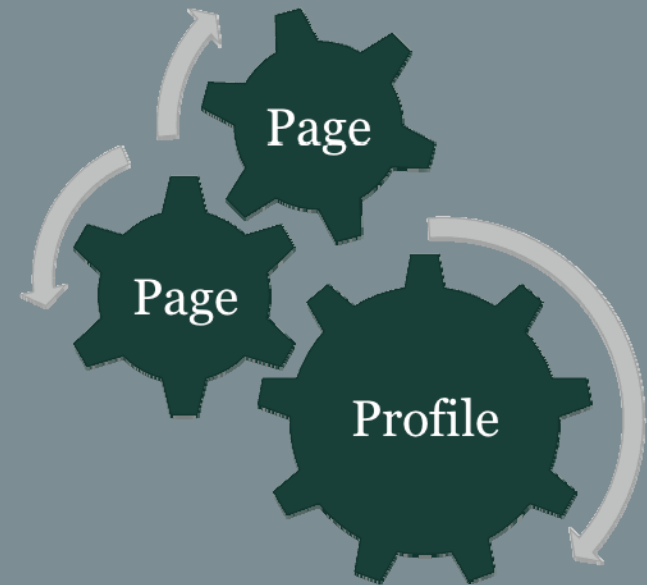
Challenges Addressed by Social Media



Facebook



- Personal AND Business
- Pages are mini-websites within Facebook
 - Profiles are for you to use personally.
- Target audience: the general public, your friends' friends' friends...



Facebook goals



Inspire likes and comments

- Sharing information interesting enough that others will like it or comment on it.

Inspire posts

- Inspire your fans to leave posts on your page

Create a community

- Creating a community among your fans/customers will strengthen their relationship with your brand

Increased Referrals

Facebook

2nd most popular site in U.S.

24% of people on the Internet in the U.S. go to Facebook

Demographics mostly match internet users

But... 55+ and those without a college education are slightly under-represented

Facebook Pages

- Friends and family would hire you or refer you if they knew what you did.
- Your posts should inspire them to like and comment.
- If your page is done well enough, they will invite their friends to join.

Engagement with Target Demographic

Facebook

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Facebook Pages

- If anyone comments on your page, keep the conversation going.
- Talk about people on your page with the @ symbol.
- Provide information that your target demographic really wants to know.

Twitter



- Business OR personal
- The place to receive the most current news or improve your credibility with your peers
- Target audience: the influencers

Twitter Goals



Be interesting

- Share your expertise, something that interests you

Get people talking about you

- Start and maintain conversations

Stay up-to-date

- Know what's going on in your field right now and let your potential customers know that you do

Engagement with Target Demographic

Twitter

8th most popular site in U.S.

Over 10% of Internet users visit it when they go online

Mostly 18- to 44-year-olds with at least some college education.

Twitter: @, #, RT

- Twitter is not the place to just talk about yourself.
- @ - to talk about someone on Twitter
- # - to start or participate in a discussion
- RT – to quote someone

LinkedIn



- Business (although you can connect with people you know personally)
- The place to cultivate your network
- Target audience: everybody you've ever done any business with

LinkedIn Goals



Maintain a complete profile

Connect with everyone you've worked with

Use your connections

Be the resident expert

- Only if you have time



Increased Referrals



LinkedIn

11th most popular site in U.S.

Mostly 25- to 54- year olds and people over 65

Most users have graduated from college and have completed graduate school

Those who make under \$30k are under-represented, and those who make over \$100k are over-represented

LinkedIn

- Connect with everyone
- Let your network know when you make changes to your business
- Send messages to your network when you need something from them.

Introducing Yourself



Facebook

- Make regular posts on your page that people will want to share with their friends

LinkedIn

- Connect with everyone and use the Answers tool

Twitter

- Share your knowledge. People will find you and listen to you if you have a strong bio and Tweet regularly

Building Relationships



Facebook

- Inspire past customers to stay engaged and talk about you with your friends

LinkedIn

- Recommend others

Twitter

- Respond to people speaking negatively about your company or industry and encourage those who are speaking positively.



Credibility



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11th most popular site in U.S.

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Most users have graduated from college and have completed graduate school

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LinkedIn Profile

- Post a complete profile, about 3x more thorough than your resume
- Connect with people you really know
- Recommend others to encourage them to recommend you

People Are People



- Don't push sales. Let customers come to you.
- People would rather work with those they know or are referred to.
- People want to spend their money with people who know their field
- Each time you engage with someone, it needs to be taken seriously and well planned.

COnnecting the Networks



- **TweetDeck.com**
 - Integrates several Twitter accounts, Facebook, LinkedIn, etc. on ONE Page
- **HootSuite.com**
 - Integrates several Twitter accounts, Facebook, Facebook PAGES, LinkedIn, etc. and allows for MULTIPLE USERS
- **Gist.com**
 - Brings your ENTIRE network to one place and allows you to categorize them, can post to Twitter and Facebook, unfortunately requires you to import the files (no auto-update)

One post – multiple platforms



- **LinkedIn to Twitter:**
 - “settings,” “Twitter settings”
 - Check the box next to the Twitter icon below your post.
- **Twitter to LinkedIn:**
 - “settings,” “Twitter settings”
 - Either share all Tweets on LinkedIn or choose to share only those that contain “#in”.

One post – multiple platforms



- **Twitter to Facebook (all):**
 - <http://twitter.com/widgets/facebook>
- **Twitter to Facebook (selective):**
 - on FB, add the following application: “Selective Tweet Status”
- **Facebook page to Twitter:**
 - www.facebook.com/twitter

Questions?



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