

Quick Tips Guide



What is Social Media?

- **Wikipedia definition:** Social Media is online content created by people using highly accessible and scalable publishing technologies.
- Social Media is *social*. Think of it as a digital version of real life social interactions.
- Ways people use Social Media:
 - Business networking
 - Finding people with common interests
 - Sharing ideas/opinions
 - Sharing media (photos, video, etc.)
 - Keeping up with news or trends
- Ways businesses use Social Media:
 - Fundraising
 - Grassroots or guerilla campaigns
 - Business networking
 - More personal customer service
 - Event promotion
 - Word of mouth advertising

Develop a Business Strategy for Social Media

- Define your business strategy. What do you want to accomplish by using Social Media? Remember Social Media is just one tool in your marketing arsenal.
- Think of your business as a 'person' in the Social Media world. Define your business personality.
- Create your Social Media accounts (facebook, twitter, etc.) Link them all together with your website or blog.
- Choose a single person or small team to create and manage your Social Media content. Define content guidelines.
- Keep your content updated! Blog at least once every two weeks, preferably once a week. Update Facebook and Twitter 4-7 times a week.
- The goal is to network and gain as many contacts as possible so that your content gets spread over the widest possible audience.

How to Use Social Media

- Create content that people want to read. Make it engaging and informative. If you think you're giving away too much, then you're on the right track.
- Keep your content conversational and social. Stay away from institutional or sales-oriented talk.
- The Social Media audience is a savvy crowd. They respond to engaging, honest content and will see through overt marketing or sales content.
- Be patient! It takes time to build networks and build your online brand presence.