



SOCIAL MEDIA GETTING STARTED

BRAND POWER IN THE DIGITAL SPACE

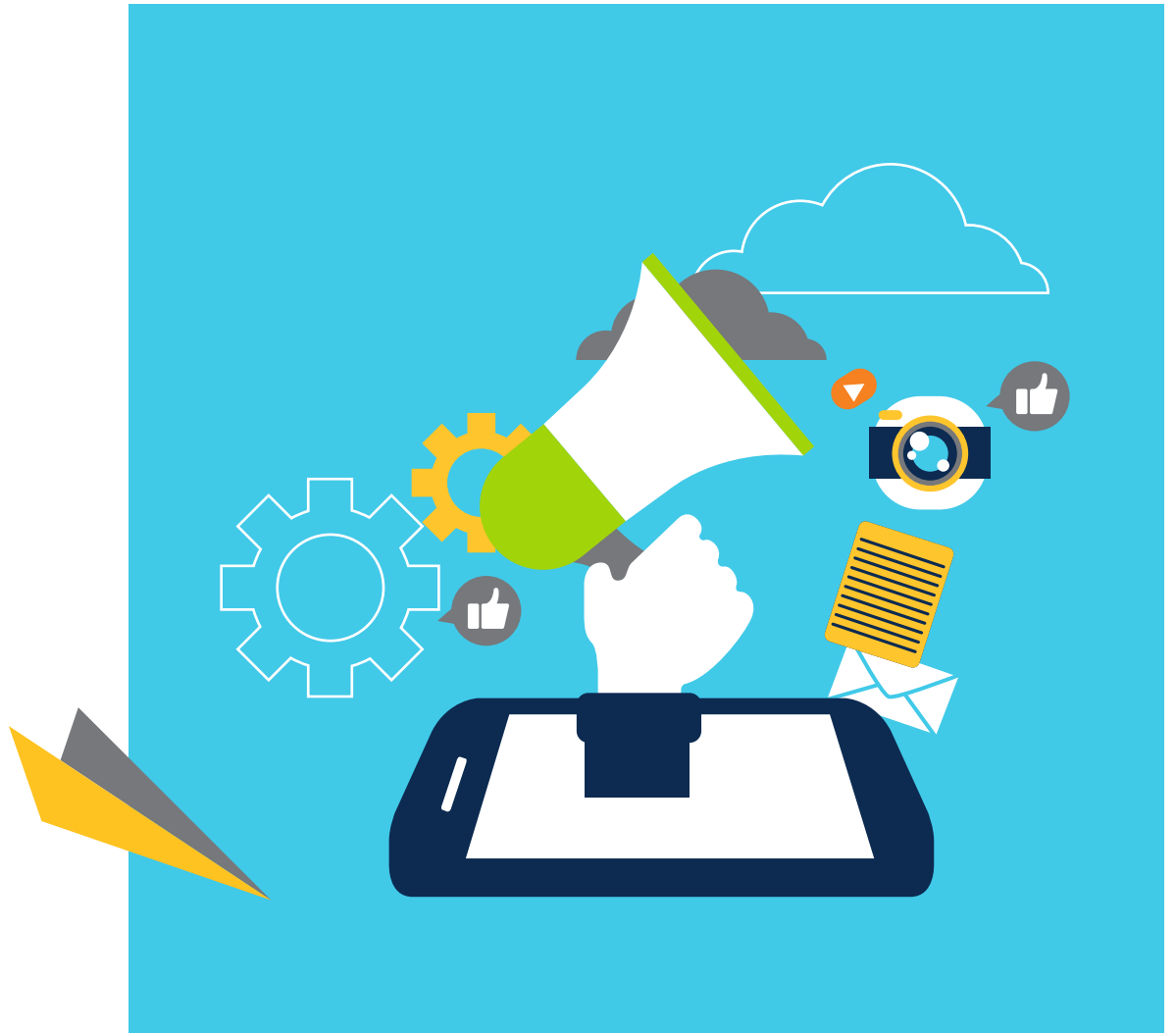
Billions of people worldwide use thousands of social media platforms. And millions of businesses use social media to connect, promote and more.

Like all marketing tactics, social media can present opportunity — or waste time and money. The answers vary by company. Leaders of small-to-medium sized businesses must understand who they are trying to reach, what they want to say and what they seek to accomplish.



KEY INSIGHTS FOR BUSINESS LEADERS

- Know your audience — and choose channels that reach them
- Define your goals — then use social media to support those goals
- Consider your message
- Be consistent and judicious
- Integrate social media with other sales, marketing and HR tactics



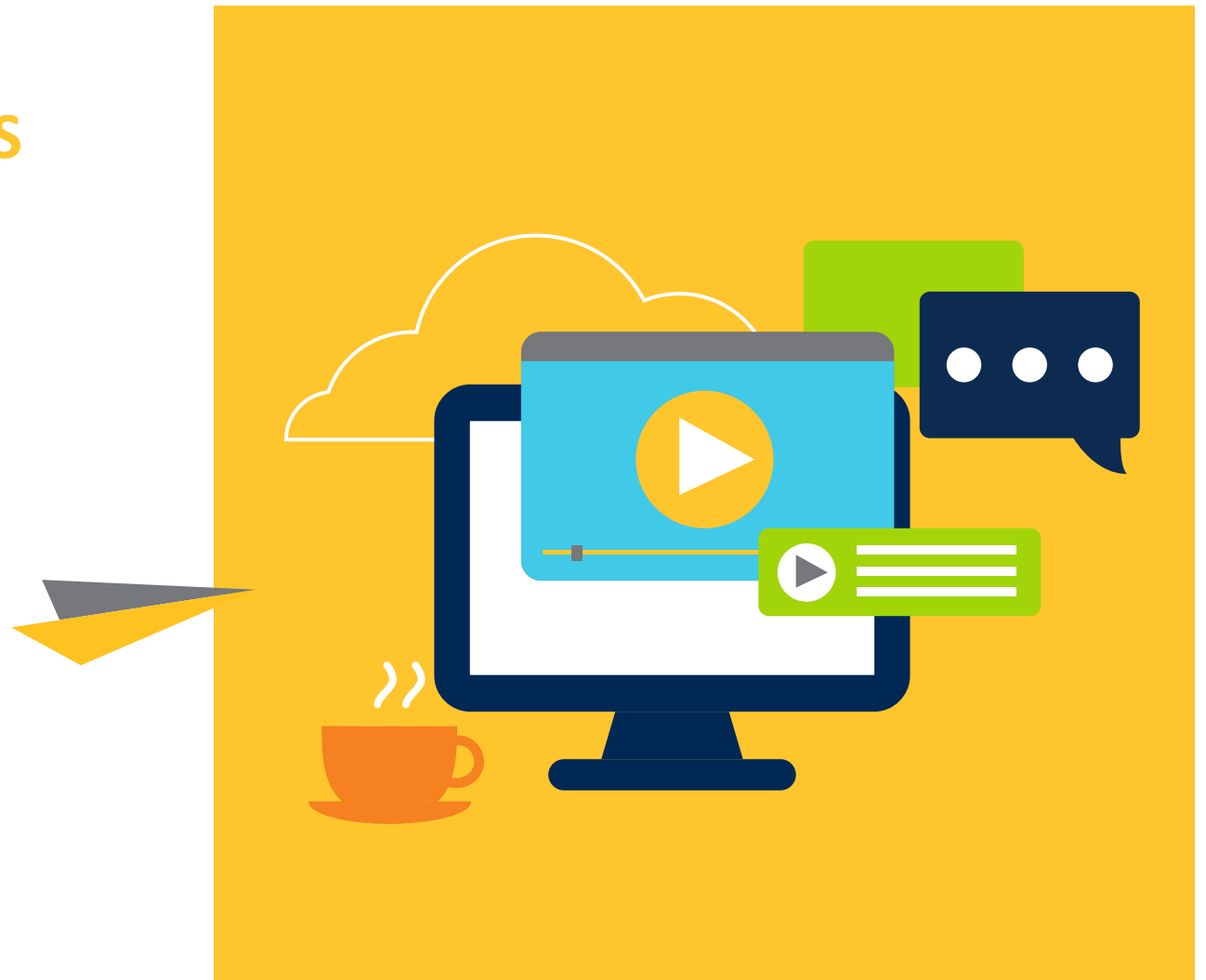
HOW DO THE PLATFORMS DIFFER?

- LinkedIn** — A true business platform based on networking and news.
- Facebook** — Primarily for B2C, this can also be used by B2B companies building relationships with employees and niche audiences.
- Instagram** — This platform offers a more personal connection through video and photos.
- YouTube** — This platform prefers video content to launch a product or service.
- Twitter** — Reach audiences through this platform short message and engage with customers directly.
- Google My Business** — Google's social media channel is an easy way to support SEO.



VARIOUS WAYS TO ENGAGE AUDIENCES

- Blogs
- Testimonials
- Photos and Videos
- Community Events
- FAQ's
- Industry Articles
- Case Studies
- Employee News
- Company Milestones
- Web Content Promotion





SOCIAL MEDIA MEASURING SUCCESS

TRACKING & ANALYZING SOCIAL MEDIA TRAFFIC

One attribute of social media is that it provides quantitative data that is easy to track. Platforms provide a wealth of data, from followers to impressions, and make that information easy to monitor.

For many small-to-medium sized businesses, a modest focus on quantitative information may be best. A modest increase in LinkedIn followers, for instance, will likely have little impact on your bottom line. More important is whether job candidates researching the company see a company that presents itself well. Or whether a prospect sees a company that has a professional digital presence. For most emerging businesses, especially B2B businesses, social media is about credibility.



SOCIAL MEDIA IS NEVER ONE AND DONE

- Update and manage your pages on a regular and consistent basis — if your business is out of sight, then it will be out of mind.
- Tag influencers (i.e. organizations, publications, etc.) to expanse your reach.
- Include a “call-to-action” by engaging people to do something on your site (i.e. comment, listen to a webinar, etc.).
- Add your social platforms to company email signatures and websites.
- Be patient.

