



## Lesson 9: Social Media For Business

By the end of this lesson you should:

- Be aware of the major social media networks for business marketing
- Understand the benefits of using social media networks on a business basis
- Be aware of the demographics of the major social networks and decide which networks are the best ones to promote your business on
- Understand how to set up a business page/profile on the major social media networks
- Understand how to grow a 'community' to market your business to on the major social media networks
- Be aware of the tools that can assist you to measure the impact of your social media activities

### Introduction

In this lesson we build on the information shared in the lesson Social Media For The Individual. You will need to have completed all of the exercises from Social Media For The Individual before working through this one.

If your business is already established on the social networks, please simply click through the following pages ensuring you have each step in place as we have outlined, until you identify tools, tips and strategies you are not currently aware of or have investigated, then start there.

There are a lot of tips contained within this lesson, and it is likely you will not be able to complete it within a week. Simply complete what you can, and revisit it and pick up where you left off over a period of time.

To get your head into the opportunity social media presents for businesses, check out the short video clip <http://youtu.be/QUCfFcchw1w>

## The Statistics

Social media presents a huge opportunity for businesses. But how big? Socialbakers.com regularly publishes statistics on the number of users of the various social networks [which you can see here](#).

The Creative Collective also published a blog post which features the number of social media users on both LinkedIn and Facebook at a regional level in Australia [which you can read here](#). For more information on how Australians use social media go to the [Yellow Social Media Report \(2012\)](#).

As a result of the global and nationwide uptake of social media, many businesses are generating great results from social media activities.

## The Benefits

Whilst social media is huge and growing at a rapid rate, many business owners continue to bury their head in the sands with cries of “I just don’t have the time!” or “I just can’t get my head around it,” or “I just don’t understand how it can provide me with commercial returns.”

These are natural concerns so in this section we will explore the benefits which will hopefully mean you will at least consider experimenting with social media networks, if not actually start using them extensively for the benefit of your business.

### **Benefit 1 – More traffic to your website**

The more people that visit your website, the higher your ranking among the search engines. Helping your business to achieve a high ranking with search engines can give your website much better visibility and online exposure, and keep the new customers coming.

### **Benefit 2 – Grow your ‘online community’**

Social media is changing the way we communicate with one another. Building a large, relevant and active customer database is important to any business, and social media now offers us one of the easiest ways to establish a database in the form of an online community that we can network with and leverage from.

Social media can grow and expand your customer list. In Facebook they are known as likes, in Twitter they are called followers.

These fans or followers are a great way to spread the message of your business. Customer satisfaction means happy and loyal customers who will put in a good word for your business resulting in more relevant and targeted lead generation.

### **Benefit 3 – Instant customer service and feedback**

Social media is a conversation, and unlike traditional broadcast and print mediums which are often one-directional, social media is very much a two-way street. Not only can businesses communicate with their customers, but their customers can communicate with them and with each other as well. This type of communication is a positive thing — businesses can form personal relationships with customers and customers can become part of a community around the brands and businesses they want to support.

On the other hand, you also open yourself up to negative feedback. Negative feedback, however, is as important as positive because it allows your business to take corrective action where necessary and resolve issues in a proactive way. Here's three quick tips for dealing with negative feedback on social media:

1. Determine if the negative feedback is warranted
2. Decide how to react
3. Respond appropriately and promptly.

### **Benefit 4 – No cost except your time**

It is free to sign up or register for an account in most of the top social media websites and free to use their services. However, you will need to consider how much time and effort you realistically have to devote to get established, participate and monitor your social media activities on an ongoing basis.

You need to choose a social media site or sites that best match your audience and your brand and begin to establish and nurture relationships. Social media marketing is not free but the main cost is your time so be efficient and disciplined in your approach.

### **Benefit 5 – A cost-effective marketing tool**

Social Media is the most cost-effective, targeted and reliable marketing tool available to business owners. If you need to get a message out to customers about a product, sale or opening hours then social media provides a cost-effective way to get information out to them quickly.

### **Benefit 6 – The viral effect**

With a well constructed, creative and clever campaign (and an established online community) you can let your community do the rest as they forward, retweet and mention your business to others. Talk about the compound effect!

Once you have built up a reputation, it is easy to continue to send messages to your followers to announce new products, promotions and special offers. Don't overdo this or people will become

immune to it, however every now and then a creative and well thought out new campaign will build interest and bring you business.

### **Benefit 7 – Network your heart out**

With social media you have the opportunity to network and share with like-minded people. Comment on their posts and tweets and participate in their social media conversations. Support them when they ask for support and they'll support you when you need them.

### **Benefit 8 - Build your profile and credibility**

What others say about you is also key to your brand credibility and success. Use social media to establish a profile and create a positive perception about your brand. Your clients and prospects will believe what others say about your brand more than anything you can say about it yourself.

### **Benefit 9 – Search engine optimisation benefits**

In December 2010, Google's Matt Cutts released a video confirming that Google looks at social sites like Twitter and Facebook to help determine ranking positions. Cutts went on to say that not only was Google incorporating social networking sites into their ranking algorithm, but that Google was also figuring out how to take into account the credibility and authority of the author behind a Tweet or Facebook post.

Watch the short video <http://youtu.be/ofhwPC-5Ub4>

## Strategy

As with any marketing campaign, you need to clearly define your target market and make sure that the social media networks and campaigns you have in mind, will attract your target audience. After all, it is not possible to 'market', be it online or offline, without an identified 'target market'!

It may be that you have more than one target market for each product or service offering you have. If so, consider your different target audiences for each characteristic i.e. age, sex, marital status, educational level, lifestyle habits, employment status, aspirations etc. Also consider any key points of difference/benefits of each area/buying motives. Really try and get in the 'head' of your target market. What are their biggest concerns in life? What are their problems that your product or service can solve?

On Facebook for instance you can target your posts by location, age, relationship status and more. For more information go to: <http://www.facebook.com/help/352402648173466/>

You can also target specific market segments using Facebook's paid solutions which we will learn about in future lessons.

On a LinkedIn business page (different to a profile) you can target your posts to all your followers or a custom audience by company size, industry, function, seniority and geography.

## Developing a Social Media Policy

Developing an effective social media policy is a vital step that most businesses gloss over, or do not even think about, in the race to “do social media”. Consider the who, what, when, where and how of social media for your business to minimise the risk associated with getting involved in social media, document it and communicate it to anyone who will be involved in social media activity for your company, be it yourself, internal staff or external contractors, now or in the future.

- WHO will be allowed to post – Only you? Certain staff? Another company? What if the usual person is away?
- WHAT are they allowed to post? - Random musings? Work related?
- WHEN are they allowed to post? – As often as they like? A few times a day? Daily? Weekly?
- HOW are they allowed to post? - Logged in to a certain persons profile, via a syndication tool (e.g. Hootsuite ), as themselves?
- WHERE can they post to? - Just Twitter? Facebook Page & Twitter? All networks?
- What is the screening process? - Free for all? None at all? Scheduled but approved?

### **EXERCISE: Defining your social media policy**

a) Download this [basic social media policy document](#) to get you started defining your social media policy.

b) Using the information above, you are encouraged to prepare a full social media policy, which you should formalise and distribute/communicate to all key personnel. It may be advantageous to involve a lawyer who specialises in social media in this process. The policy should be reviewed and updated regularly.

c) If you are looking for some inspiration, there are a host of social media policy examples here: <http://socialmediagovernance.com/policies.php>

d) This [social media policy tool](#) is great to generate a basic policy, however you should get it checked by your lawyer to see if it will be watertight.

## Social Network Options

[In an earlier lesson](#) we explored the number of users of various social networks globally and in Australia. We have also encouraged you to consider your objectives and target market and to develop a social

media policy. We will now explore each of the social networks in more detail, which will help you define which social networks you will establish on for business use.

Each network harbours different types of people and can provide different functionality to a business. The good news is that you don't need to have each one, just find the one that suits your business, audience and available resources and stick with that. Once you've mastered one social media platform, you may wish to extend into another.

[Twitter](#), [Facebook](#), [Linkedin](#) and [YouTube](#) are considered the 'Big 4' social networks on the internet, especially in Australia, and all allow you to promote your business online for free, with some paid opportunities too. There has been much buzz around [Google+](#) (Google's social networking site), while the fastest growing social media site in Australia right now is [Pinterest](#) an image bookmarking site. [Instagram](#) is also a great social network to explore if you have a highly visual product and are targeting females and/or a younger audience.

But these aren't the only social networks in existence. There are many, as can be seen by this diagram called the '[Conversation Prism](#)' created by [Brian Solis](#).

In the pages to follow, we will take a look at each of the most popular networks in more detail, so you can evaluate which of these networks is right for you and your business to establish on (either now, or in the future).

## Facebook

For businesses starting in social media, it can be a good idea to begin with Facebook as it has the greatest number of tools, the widest reach and is arguably the best platform to gain insight into how social media works. Having said this, your target market and objectives should certainly be considered and for some businesses it is not the right place to get the business results you are seeking.

Unlike Facebook Profiles, Facebook Pages are for businesses, organisations and brands to share their stories and connect with people. Like timelines (Facebook Profiles), you can customise pages by adding apps, posting stories, hosting events and more. Engage and grow your audience by posting regularly. People who like your Page and their friends will get updates in their News Feed.

You can [create and manage a Facebook Page](#) from your personal account. Remember, a Facebook Profile should be used as an individual, and a Facebook Page should be used to promote a business. It is against Facebook's policy to use a profile to promote your business, and Facebook can and will shut down your account if you are using Facebook in this way.

To get started with Facebook for business, it is a good idea to review the <https://www.facebook.com/about/pages> page.

To gain a deeper level of understanding about Facebook, you could also watch the one hour webinar developed and delivered by The Creative Collective on behalf of the Queensland Government below called 'Facebook for Business' which explains the structure of Facebook and top tips in developing a Facebook Business Page. Please note that this recording is a little outdated and the way Facebook Pages look has since changed, though many of the principals still apply.

Facebook for Business - <http://youtu.be/kkkuTeh7nyg>

More of a reader? Facebook has set up several resources/guides to assist you in setting up your page at this link: <https://www.facebook.com/business> .

Facebook has recently updated the Business Page Layout – you should all have this layout by now as explained here: <https://www.facebook.com/business/news/A-Streamlined-Look-for-Pages>.

Hubspot also has a great guide you can access at this link: <http://offers.hubspot.com/guide-to-facebook-business-page-timelines>

For a complete Cheat Sheet on Timeline for Business Pages [go to this link](#). This is a great annotated image that we recommend printing out and keeping near your computer when working on your Facebook Page. This shows the older layout but the terminology remains the same.

## **Creating a Facebook Page**

If you are ready to create a business page on Facebook, go to <https://www.facebook.com/pages/create.php> . We recommend only choosing between the top 3 page types – if you want to drive people to a shop front, then choose “Local Business” category, otherwise choose from ‘Company/Organisation’ or ‘Product/Brand’ categories.

Follow the steps that you are encouraged to complete by Facebook, but do not invite anybody to ‘like’ your page until you have set it up completely (and have content on it).

## **Making your page look good**

Check out the short video below from Facebook which gives some good tips on best practice in regards to making your Facebook page look good.

Customising your page - <http://youtu.be/TMBTD0vNYqs>

It is also a good idea to read the [guidelines \(rules\) for FB Pages](#) which outline what you can, and can't do in regards to your Facebook page. It is worth revisiting these from time to time as they do change.

Finally, if you are a more advanced user of Facebook, you may like to watch the one hour video below 'Facebook: It's More Than Just Likes' delivered by The Creative Collective's Zoe Wyatt which provides you with some strategies of how to get marketing with Facebook.

'Facebook: It's More Than Just Likes' - <http://youtu.be/z7Fh5aU-DLI>

## Linkedin

Whilst a lot of people use LinkedIn as an individual by establishing a profile, it is also worth noting that LinkedIn allows you to create a business page too.

A good place to learn more about LinkedIn company pages is from reading through a series of help files from LinkedIn themselves. [Access them here.](#)

Before you get started, you may also like to watch this one hour webinar developed and delivered by The Creative Collective on behalf of the Queensland Government called 'LinkedIn - The Social Network for Professionals' which explains LinkedIn structure and company pages. <http://youtu.be/CGfdKa6ONv4>

### Setting Up Your LinkedIn Company Page

You can add a new Company Page only if you meet all of the [following requirements](#):

1. section on your profile <https://www.linkedin.com/profile/edit>
2. You have a company [email address](#) (e.g. john@companyname.com) added and confirmed on your LinkedIn account.
3. Your company's email domain is unique to the company. Note: A domain cannot be used more than once to create a company page. Because domains like gmail.com or yahoo.com or similar generic email services are not unique to one company, those domains cannot be used to create a Company Page. You might consider [creating a group](#) if your company doesn't have a unique email domain.
4. Your [profile strength](#) must be listed as Intermediate or All Star.
5. You must have several [connections](#).

If you do, go to <https://www.linkedin.com/company/add/show>. From here it is pretty straight forward, you simply populate as many fields as you can.

Hubspot has a great [step by step guide to setting up your company page on LinkedIn here](#).

There are some more advanced tips on using your LinkedIn Company Page [at this link](#).

# Twitter

Twitter is an online social networking and microblogging service that enables users to send and read "tweets" which are text messages limited to 140 characters. Users access Twitter through the website interface, SMS, or mobile device app. It's an easy way to discover the latest news ('what's happening') related to subjects you are interested in and to share information about your business, products, services, events and other initiatives too.

Messages from users you choose to follow will show up on your homepage for you to read. It's like being delivered a newspaper whose headlines you'll always find interesting – you can 'follow' news sources you are most interested in hearing from and discover news as it's happening. For instance if you are a footie fan and can't watch the live game, jump on twitter and get play by play updates -far better than seeing the half time and full time update on a website!

Twitter is also a great way to expand the reach of a live event you may be running, or to participate in conversations whilst an event is going on, whether you are there or not through the use of hashtags. To read more about using Twitter at events [see this blog](#).

To gain a deeper level of understanding about twitter watch the one hour webinar developed and delivered by The Creative Collective on behalf of the Queensland Government called 'Twitter your Way to Business Success' featured below which explains the structure of Twitter and how to create a Twitter Profile.

Don't have much time? Watch a one minute video below by Hubspot on how to set up a business profile on Twitter.

It would also be a good idea to work through Twitter's guide here: <https://business.twitter.com>. For now just focus on the "Learn The Basics" section.

More of a reader? John Jantsch has put together a guide on how to get set up as a business on Twitter and how to optimise this. There are some more advanced tactics here that may prove useful if you are already using Twitter. Download it here: <http://thelearningcoach.com/wp-content/uploads/downloads/2010/06/using-twitter-for-business.pdf>

Twitter your way to business success - <http://youtu.be/J5-2jr4dNu8>  
How to set up a twitter account - <http://youtu.be/IUBrvEfQ5aE>

# YouTube

YouTube is a video sharing service and social networking site that allows users to upload, view and share videos as well as like and comment on videos and subscribe to 'channels'.

The service was started in early 2005 by 3 former Paypal employees and was acquired by Google in 2006 for \$1.65 billion in an all stock transaction. It is now the world's second largest search engine and is integrated with another social network, Google+.

With the roll out of the NBN (national broadband network) across Australia, both producing and watching videos as part of your marketing becomes a viable marketing strategy. If you have a complex or technical issue you want to demonstrate, or you want to get across a lot of information in a short space of time in a visual way, then using YouTube is the way to go.

YouTube is completely free for users to watch any video on the website, and you have an unlimited amount of content that you can upload. YouTube also offers users the ability to embed videos in other sources. This means that a video on YouTube can be put onto other websites and played which helps increase the reach of your video message.

Finding videos to favourite and appropriate channels to subscribe to can help extend your reach and attract viewers to your videos.

### **Setting up a YouTube account**

If you are serious about using video as an online marketing strategy, the first thing you need to do is establish a YouTube channel. Like Twitter, YouTube Channels for business are the same as your personal one, you simply sign up with a separate email address and name the account in a business name.

- Instructions on how to create a YouTube Channel are here: [http://www.youtube.com/t/about\\_youtube](http://www.youtube.com/t/about_youtube)
- To optimise your channel [go through this guide.](#)

If YouTube (or video) is a large part of your social media marketing strategy, then we recommend you go through all of the steps to optimise your YouTube Channel [at this link.](#) If you are ready to start advertising and/or want advanced tactics on using YouTube for your business then we recommend [YouTube's own Business channel.](#)

Want to know more? Watch a one hour webinar developed and delivered by The Creative Collective on behalf of the Queensland Government called 'YouTube and Video Marketing for Business Success' which explains the power of video marketing and how to use YouTube for your business. <http://youtu.be/hD1cIBZ0UxM>

More advanced and looking for more views on your YouTube channel? [Check out this handy blog post from HubSpot.](#)

## **Emerging Networks**

With social media there will always be new players entering the market and what is the 'flavour of the month' may change quickly.

For this reason we are bundling up this lesson to explore a few newer platforms such as Pinterest, Google+ and Instagram which for some businesses, may also be worth exploring. Below is a brief description of what the networks are and what types of objectives and target markets they may suit.

| Network   | Description   | Suits  | Predominantly users  |
|-----------|---|--|--|
| Pinterest | A pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, hobbies, and more. Pinterest refers to and markets itself as an online community, a place where friends and strangers alike can share their interests and inspirations. <a href="#">See this blog post on how Pinterest can be used for practical business purposes.</a> | Businesses with a great visual product i.e. photography, restaurants (meals), fashion, jewellery, real estate, tourism (attractions, landscapes), gifts/retail (products) etc. | Females 20-45 years  |
| Instagram | Instagram is a fun and quirky way to share your life with friends (and colleagues) through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image and share it with the world. <a href="#">See this page for stats on the number of Instagram users.</a>  | Businesses with a great visual product i.e. photography, restaurants (meals), fashion, jewellery, real estate, tourism (attractions, landscapes), gifts/retail (products) etc  | Women are more likely than men to use the site, as are those under 50. So are urban residents (city folk!) <a href="http://www.business2community.com/social-media/new-demographics-social-media-stats-0791068#!A4ume">More here and here: http://www.business2community.com/social-media/new-demographics-social-media-stats-0791068#!A4ume</a> . |
| Google+   | Google+ is Google's attempt at a social network. It has 500   | People who are wanting to explore  | Single young males who are mad about video and clever IT. The fastest growing demographic on Google+'s networks are  |

|   |  |
|---|--|
| <p>million users, but this number could be somewhat inflated as all Gmail users have been given a Google+ account whether they realise it or not! It had 359 million monthly active users according to a <a href="#">GlobalWebIndex</a> study and its active users base grew by 33% from June 2012 through to March 2013. It does have some cool features that other social networks do not, including Circles and Hangouts . Circles allows users to create custom groups of people that they would either like to receive updates from or send updates to. Hangouts are a great way for people to video conference. There are no fees and up to 9 people can be online at once. You can also record these calls and publish them directly to YouTube. <a href="#">See more.</a></p> | <p>'Google World' however the 45 to 54 year age bracket. a little more. People wanting an alternative video conferencing experience to GoToWebinar or Skype. People wanting to improve their search engine optimisation (business pages rank well). Businesses who want to post lots of video content (Google+ works well with YouTube).</p> |
|---|--|

### **Pinterest Tips**

We recommend you set up a business account at this site:

<http://www.business.pinterest.com>

Set up with an email address or your business twitter account (but do not log in with facebook) and create at least five boards and a minimum of five images pinned to each of these, as this will fill up your profile page. You will need to develop a strategy for pinning and definitely download the 'pin-it' button to your favourites/toolbar to make pinning from website super simple. Be aware that your image descriptions, board names and descriptions on Pinterest can all be indexed by Google.

Try to use keywords where possible without sounding spammy. I also recommend you strategically pin images directly from your website with keyword containing descriptions and add 'Pinterest Page app' to your Facebook page to drive social actions (such as re-pins, comments and likes).

Want to learn more about Pinterest? We recommend watching the one hour webinar - [http://youtu.be/nJH\\_ZryWUFs](http://youtu.be/nJH_ZryWUFs)

Hubspot also has a fantastic Pinterest guide that you can [download and work through here](#). You can also find Pinterest resources on Zoe's Pinterest Board (of course) at: <http://pinterest.com/zoewyatt/pinterest-training-tips-resources-from-zoe/>

### **Google+ Tips**

Google Places merged into Google+ Places, so a Google+ page has become valuable for more than just search engine optimisation. We recommend all businesses create a Google+ Page and claim your preferred name. Check first that Google hasn't already 'setup' a G+ Page for your business by logging in at google.com then checking the 'pages' tab in left handside pull down menu.

If your business doesn't have a Google+ Local Page listing, to create a Google+ page, you first need to have a [personal profile on Google+](#) here: <https://plus.google.com>  
You can login using your Google account if you already have one or set up a new one. Then create your personal Profile here: <https://plus.google.com/up/start/>

Google have lots of resources on setting up your Google+ Page for your business: <http://www.google.com/+business/>

There are lots of links on that page with more information but you can [sign up directly here](#). And our favourite internet marketing resource, [Hubspot again has a great guide](#). This really is an inclusive how-to. We recommend saving a copy to your computer even if you are not yet marketing on Google+ so you can return to this later.

### **To maximise your Google+ Business Page:**

Ensure your Description is as optimised as possible. You have 200 words to play with so make them count and include keywords to enhance your search engine optimisation efforts.

- Enhance your listing by associating videos about your business. To do so, upload your video on YouTube and copy url to page profile. You can include up to 5 videos.
- Explore the use of 'coupons' and posts – for local businesses claim your place and encourage reviews.
- Ensure you update the listing if new services are added, new images are taken.
- Ensure you log in from time to time and check the Google+ Local specific analytics provided

- Ensure there is a procedure to update the listing when required (usernames located in accessible location – we use and recommend Google Docs)

## Optimising Your Accounts

Each social network is different but there are some common key tips to creating professional business accounts on social media:

- Add a suitable photo to your profile - some people add a highly corporate image, while others prefer to use something more fun and personable. It really comes down to personal choice and your objectives. Make sure this is in line with your overall company branding.
- Add as much information as you are prepared to divulge publicly. Remember what goes online, stays online, and the more information you can provide, the easier it will be for people to get a sense of your business and potentially for you to be found in the search engines as well.
- Use the 'real estate' to customise your accounts to stamp your brand on the space - Facebook's timeline layout allows you to create custom graphics on your cover photo, profile pic, and app images, while Twitter and YouTube allow you to add a customized background image and header photo. LinkedIn does not allow this level of background customisation (although it does allow a cover photo) so it's important to maximize the description and include product/services listing with keywords throughout
- Filter yourself - there are some things colleagues and clients don't need to know so don't go overboard. Remember this when you are representing your business
- Include keywords, but don't get spammy - these pages get crawled by search engines, but too many keywords can put off real people
- Keep it current - revisit your profiles/pages regularly to update

## Growing Your Networks

The most obvious way to grow your social media networks is to let people know you are on them! Once you have established networks be sure to feature your social media icons on your website in a prominent location, and on your marketing materials. This blog post has [25 free social media icon sets](#) ready to download and use.

Another great way to start growing your social media networks is by connecting with people you already know.

You might be surprised at how many people and business's you know that are already in the social media world once you start this process.

## In Facebook

Whilst on your Facebook business page, provided you are already an administrator of the page, go to the top right hand side and click on the 'build audience' tab. From here you will be presented with several options to build your audience:

- Invite email contacts
- Invite friends
- Share page

Apart from these techniques you can also:

• **Join Facebook groups** - To find groups which cater to businesses in your area, industry or other interests go to the 'home' tab on your profile, on the left hand side click on 'groups'. Search for and find groups you want in Facebook. Once you find them, click on the 'join' button. Some groups are 'open', others are 'closed' (so you can find them and request to join) whilst others are 'secret' i.e. you will not know they exist unless you are invited to them.

Once you are a member of a group, it is important to read any guidelines they might have in place, as some businesses only allow businesses to promote themselves on certain days of the week or in a certain way i.e. using hashtags before a status update.

[Read more about Facebook groups here.](#) Remember though you will be promoting as 'yourself' on behalf of your business with these methods.

• **Get other businesses to do a 'shout out' for you** - Whilst you can post a message on other businesses pages introducing yourself or promoting your business, this is not a recommended practice as it is effectively 'spamming' someone else's wall (more on this below). It is also worth noting that your message will not likely display to the people who 'like' that page, unless the person who manages the page you are posting on amends their settings to display your message. For this reason, it is better practice to form a relationship with key alliances (which you can do offline or online) and explore ways in which you can support each other in business, including social media 'shout outs' for one another.

• **Key influencers** - We also recommend you identify 15-20 key influencers or other companies that already speak to your ideal target demographic. Easiest way to locate these is to go to Google and type in the company's name, product or industry then the words 'on Facebook' i.e. 'The Creative Collective on Facebook'. Once you find them, click on the 'like' thumbs up button.

Make sure you are using Facebook "AS YOUR PAGE" before liking. To do this, navigate to your page and on the gear/cog icon in the top right hand corner of the blue navigation bar, click and chose your page from the list. This allows you to network with other businesses AS your business on Facebook

Once you have 'liked' the appropriate pages, you can then 'tag' that page in the posts on your page by using the @ symbol before their page name (no space) in your post or write on their page. Make sure if you are writing on other businesses pages that you are respectful and give them a reason to leave your posts there. [Compliments and thanks are great posts that we're always keen to see left on our page](#) (so feel free to drop by and leave one)!

• **Explore Facebook's advertising options** - We explore Facebook's pay per click options in our Pay Per Click lessons however in the meantime you may like to explore [Facebook's explanation of it's advertising options](#).

## In LinkedIn

You can grow your LinkedIn connections using your LinkedIn profile by asking someone to join your professional [network](#) by sending them an invitation to connect. If they accept your invitation, they become a 1st-degree connection. We recommend that you only send invitations to people you know well and trust because 1st-degree connections are given access to the primary email address on your account.

You can invite people to connect from the following areas:

- A member's profile - Click the Connect button on their profile page.
- Search results - Click Connect to the right of the person's information.
- The [Add Connections](#) page - Search your email address book to find contacts or [invite them using their email address](#).
- [People You May Know](#) - Click Connect next to the person's name to send an invitation. If you wish to add a note to the invitation before sending it, please click the pencil icon next to Connect. You can then type your note and click Send Invitation.

As your account matures, you may be [required to enter an email address](#) every time you send an invitation.

Apart from these techniques you can also:

- Groups - Go to the top search field, change the drop down to 'groups' and search for groups you may want to join by typing keywords in. Keywords may relate to your industry, location and more. Get to know people in the groups and then request to connect.
- Companies - Locate Companies to 'follow' and inside companies, look for their employees that you may like to follow.

## On Twitter

• **'Find Friends'** - Sign into Twitter and click on the '# Discover' link on the top navigation bar, then chose 'Find Friends' . There you can find people, organisations, or companies you know

that already have a Twitter account. Once you find them, follow them. They will generally follow you back and you will start to grow your network

- **Search for companies and colleagues to follow on Twitter** - You can look within Twitter, search on Google (with person or company name 'on Twitter' in search) or use one of the specialised Twitter query sites such as Twellow (<http://www.twellow.com>) the Twitter yellow pages site, or the WeFollow directory (<http://wefollow.com>)
- **Create a WeFollow account** - (it takes no time at all) and tag yourself with at least three interests. It's easy – simply enter three or more topics you're likely to tweet about to help other people find and follow you. While you're at it, search the directory for five or ten others you'd like to follow, based on the topics they've listed
- **Legitimate Lifting** - Our super ninja tactic is 'legitimate lifting' of followers from other Twitter profiles. This is explained in the Twitter webinar, but in a nutshell it involves identifying the key influencers in your market, clicking on their 'followers' list and simply following all that look appropriate. It's up to those people whether they chose to follow you back or not. So make sure you have a page full of good tweets before you use this method. And take it easy, don't follow more than 50 people a day to start with!

## On YouTube

We do not recommend spending a lot of time on YouTube building a community. Instead, we recommend you regularly produce and upload videos to YouTube, embed the videos into your blog or website, and then promote the post through all of your social media networks which will in turn produce subscribers. Make sure you install the YouTube app on your Facebook page and pin videos to Pinterest boards (if you have this) so you gain maximum benefit.

## On Instagram

It is important you consider whether you are using Instagram for personal or business use and whether you will make it a public or private profile. If you are making it public, and want new followers, it is a good idea to actively grow your followers by using third party apps. Before the launch of the web version of Instagram, many tools were developed to fill in the gaps left by the network. There's [Statigram](#), [Instagrid](#), [Webstagram](#), [Nitrogram](#), [Simply Measured](#) and many other helpful tools for making the most of your Instagram community.

The use of hashtags on Instagram can also grow your network. Similar to their use on [Twitter](#) and [Google+](#), hashtags help aggregate photos of a particular subject based on the words used in the hashtag. There is an app called [TagsforLikes](#) which you can download to your mobile device and visit to get ideas on tags that are popular. If you use these when posting images you increase your chance of gaining new followers.

For instance imagine you are a band and you post an image of you on stage with the hashtags #guitar #livemusic #sundaysession, if other users are tracking the use of #guitar it will bring your post to their attention and they may like your post, comment or follow you, thus growing your network on Instagram. [See this article for more great tips on growing your Instagram following.](#)

## Integrating Social Media With Your Marketing

Once you are on social networks, it is important to let people know that you are on there!

There are a number of ways to do this, some of which are listed below.

**1) Feature icons on your website** - Whatever you do, don't make the mistake of including itty bitty social media icons in the footer of your website page, unless you don't really want anyone to visit your social networks. Feature them as prominently as you can manage, without compromising the priority of other elements of your overall website design. Where possible (and relevant) look to incorporate social media feeds. See: [developers.facebook.com/docs/plugins](https://developers.facebook.com/docs/plugins) for Facebook feeds. You may need help with integrating this if you're not a great coder.

**2) Email signatures** - Email signatures are a passive way to consistently remind people of your key details, including your social media icons/links! If you use Gmail for your email client, a great tool to integrate these easily is <http://www.wisestamp.com/>

**3) Business cards** - How many business cards do you hand out every day/week/year? Get your social media icons or links on there too, so people know which networks you are on, and have more ways to stay in touch.

**4) Signage** - Getting some signage made for your business? Whether it is signage for outside your store, a pull up banner or a small A4 item to put up on the wall, don't forget to feature your social networks, and even better, ask people to 'check-in'. For more information on this, [see this blog post.](#)

**5) Advertising** - Doing TV or radio advertising? Don't just list your website on the ad. Include your key social networks too! And don't make the mistake of featuring just the icon, spell out the full link so there is no issues in finding you in the network you mention.

For more ideas on how to integrate social media with your overall marketing [see this blog post.](#)

### Share buttons

Apart from integrating your social media networks using icons and on some of the offline methods mentioned above, it is also a good idea to integrate share buttons on your site. Share buttons get more traffic to your site because it allows readers to share your content to their own social media profiles, which in turn their connections see. Consider it mobilising an

army of free sales people as everyone who visits your web pages with share buttons can potentially share. You won't know who has done this for you

Some share button sites to check out are:

- <http://www.sharethis.com/>
- <http://www.addthis.com>
- <http://www.wibiya.com/>

Watch the short video below by Mari Smith, a world renowned social media specialist which explains what share buttons are and what some of your options are. Whilst the video refers to blog, the same rules apply to websites. <http://youtu.be/xflewk4mDI4>

## Measuring the Results

Like anything in business, if you are investing time or money, you should be seeing results. In order to measure the ongoing performance of your social media activities you need to first take a snapshot of your current performance, as a benchmark to compare against in the future.

As you begin your social media journey (or review your journey with this new knowledge on board) we recommend the following methods of doing this:

1) **Sign up with Klout and Kred** – two services that give you an indication of how influential you are on the social networks and for what topics. Your 'score' is based on how many people you influence and how often you and they post and interact. Posting good quality information, that your connections engage with (like, comment share), on a consistent basis is the key to not only a solid [Klout](#) or [Kred](#) score but also success with your social media marketing.

2) **Use Google Analytics Social Reports** - If you have successfully implemented Google Analytics on your site, the social reports section will help you measure the impact social media has. The main things Google Analytics tracks is:

- **Conversions/Social Actions:** How frequently does social sharing on the social network lead to conversion?
- **Conversions/Social Visits:** How frequently do referrals from the social network lead to conversions?
- **Social Visits/Social Actions:** How frequently does sharing on the social network drive traffic to your site?
- 

Watch the short video below for more information on using Google Analytics social reports. <http://youtu.be/NVfmsSK4oqQ>

3) Use the Network's intelligence - Many of the social networks themselves provide statistics on your social media performance.

- **Facebook Insights:** Insights provide measurements on your Page's performance. Find [anonymized demographic data](#) about your audience, and see how people are discovering and responding to [your posts](#). Experiment with different types of posts to see what your audience responds to best. Your Page needs to have at least 30 likes to start seeing insights. [Learn more about insights here](#). If you are an advanced facebook marketer, than this glossary of Insights terms will be helpful to really optimising your future posts: <https://www.jonloomer.com/2014/02/24/facebook-insights-glossary-infographic/>
- **Linkedin Company Page Insights** - Your Page Insights is about the visits and activity on your page, regardless of whether or not the visitor was already a follower. It starts with how many page views you've received you received in the past week, as well as percentage comparison to the previous week. It then illustrates how many unique visitors and how many page clicks.  
You can also gain insights for each update by looking below each update to see how many followers viewed that post, how many times it was clicked, and what that percentage is in regard to engagement. You can also gain follower insights. To the right of the status update field, you will see a link to get to Follower Insights. The Follower Insights page provides an extensive look at not only how many followers you page has, but your growth and engagement rates, and demographic information about your followers. Below that, is a useful graph called Company Update Engagement. This graph demonstrates how your company page has done month-to-month.
- **YouTube Analytics:** YouTube Analytics lets you monitor the performance of your channel and videos with up-to-date metrics and reports. There's a ton of data available in different reports (e.g. Views, Traffic sources, Demographics). See the video below for more information.
- <http://youtu.be/AUU9urHAWco>
- 
- **Twitter** - Some of the best measurement devices for Twitter are not on the networks themselves. We recommend you check out [www.socialbro.com](http://www.socialbro.com) [manageflitter.com](http://manageflitter.com), and [www.commun.it](http://www.commun.it)

### **EXERCISE: Measuring your social media activities**

- Note down your current statistics for your social media accounts. You can down load the Measuring your social media activities. If you have just set up new accounts then enter zeros as appropriate. Include Facebook Insights data on your Facebook page and check your pages performance at [www.likealyzer.com](http://www.likealyzer.com)
- Establish on [Klout.com](http://Klout.com) and [Kred.com](http://Kred.com) and obtain your scores.

c) Set up Hootsuite (if you haven't already) at <http://www.hootsuite.com> for ongoing management and statistical monitoring.

**THAT'S ALL FOR NOW!**