A guide for small businesses.
What is social media?

Creating and sharing in an online conversation with your constituents.

Social & Professional Networking
Customers Service Networks
Location/Check-in Services
Video & Picture Sharing
Comment & Reputation
Crowdsourced Content
Social Bookmarks
Micromedia
Blogging
Events
Music
Wikis
Cost-effective strategy to reach current and new customers.

Facebook: 500,000,000 (400M last year)

Twitter: 175,000,000 (75M last year)

Linkedin: 90,000,000 (60M last year)
How to use it: personally & professionally

**PERSONALLY**

Connect with:
- family
- friends
- colleagues

Share your:
- photos
- videos
- stories

Stay current on:
- trends
- news
- interests

**PROFESSIONALLY**

Connect with:
- current customers
- new customers
- other businesses

Share your:
- specials
- knowledge
- stories

Stay current on:
- trends
- news
- interests
10 steps to getting started

1. Create personal accounts first

Don’t jump into the pool without getting your feet wet first.

GET STARTED

Setup a Facebook profile
Setup a Twitter account
Create a LinkedIn profile
Follow & listen

Don’t be that awkward person at the cocktail party.

GET STARTED

Follow local news sources
Fan/follow your favorite companies
Check out the celebrities
3 Interact

Be a rookie.

GET STARTED
- Message your friends
- Upload videos & photos
- Ask questions
4 Research

Know the groundrules.

GET STARTED

Check out Mashable
Investigate tools & services
Find out where your audience is
5 Develop a strategy

Establish a gameplan.

GET STARTED

- Determine your business objectives
- Integrate social media into your mix
- Create promotion strategies
6 Create professional accounts

Let’s get this party started.

GET STARTED

Setup a Facebook Page (or group)
Setup a Twitter account
Setup a LinkedIn group
7 Follow & listen

Keep your enemies as close as your friends.
Be part of the conversation

Social media isn’t about controlling the conversation... it’s about sharing it.

GET STARTED
Position yourself as an expert
Offer incentives, discounts & coupons
Respond timely & truthfully
9 Measure

It’s worth your time.

GET STARTED

Track your friends & followers
Use shortened URLs
Track promotions
10 steps to getting started

Stay on the edge

Don’t get left behind.

GET STARTED

Read up on social media trends
Visit Mashable often
Attend presentations
How to use Facebook
Geo-based Services, Etc.
Thank you.

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