

## Social Media Business Basics - A Guide to Getting Started

Globally today social media has become an established norm and used by businesses globally to keep in touch with their customers (and prospective customers) and to market their products and services in a more engaging and efficient manner.

Here we look at what a business needs to get started on social media, together with a few pointers to help you along the way.

**What:** Facebook

**Why:** 2 + billion users, need we say any more! A truly global platform that is great at handling rich multimedia content.

**How:** If need be create a personal Facebook profile and from there create a Facebook business page. See <https://www.facebook.com/pages/create/> to get started.



**What:** Twitter

**Why:** The business conversation tool of choice. Connect with millions of other like-minded people and grow your customer community by exploiting your business's personality and unique selling points.

**How:** Go to <https://twitter.com/> create an account and start listening to your customers and markets.



**What:** LinkedIn

**Why:** The default business social network. Connect and build your own networking through either a personal profile and/or a company business page. LinkedIn's discussion groups can be a great place for generating leads!

**How:** Go to <https://www.linkedin.com/> and create your personal profile. Once you get familiar consider also creating a company presence for your business.



**What:** YouTube

**Why:** If a picture speaks a 1000 words then a 30 second video showcasing your products or services must be worth millions. In terms of traffic YouTube is second only to Google!

**How:** Pick up your smartphone and start recording. The more you experiment the quicker you'll learn. When you feel you have something decent upload to your YouTube channel (Sign up at <https://www.youtube.com>)



**What:** Instagram

**Why:** We decipher images 20,000 faster than words. Share insights into your business and people you work with simple photos taken through the Instagram app.

**How:** Download the app to your smartphone and start snapping!



**What:** Pinterest

**Why:** The same argument as with most of the above list. People just love looking at nice images and best of all Pinterest is great for getting people to click on links (possibly through to your website!) and sharing with their friends etc.

**How:** Go to <https://www.pinterest.com> and sign up for an account and create a few board for your new pins! If you get stuck, look at what your competitors are doing ;)



## The 7 Steps to getting your business on Social Media

1. Understand your business goals. Please do not do social media for the sake of it!
2. Define a social media strategy that supports those goals and your business. Start small, keep it sensible. For most businesses this will be a combination of blogging, Twitter, Facebook, Google+ and LinkedIn.
3. Create your social platforms. Make sure they're looking good before you go live.
4. Research where your customers (and competition) are, start to follow them and listen to what they're saying.
5. Create a schedule for your social media (30 mins a day max)
6. Start posting your updates. Avoid selling! Remember, social media is all about engagement and building relationships. Oh, and avoid selling! Share others posts and tweets. Try to provide value and benefit in your social media. Entertain, inform, educate, provoke etc.
7. Monitor, review and re-plan on a regular basis.