

SOCIAL MEDIA 101

For Small Businesses

The List - Tuesday March 6, 2017
1:30pm-4:30pm



Name: _____

Important Sites

- 1. Personal Website - www._____**
2. Personal Facebook Profile - yes / no
- 3. Business Facebook Page - yes / no**
- 4. Twitter - yes / no - handle:**
- 5. Instagram - use twitter handle**
- 6. LinkedIn - yes / no**
- 7. Google+ - yes / no**
- 8. YouTube - yes / no**

Other resources/ social media:

1. Klout - sign-in with twitter
2. Vero - trending alternative to instagram
3. Snapchat - typically youth centered
4. Pinterest - yes / no - username
5. BrandYourself.com - very helpful
6. PicMonkey.com and Ribbet.com
7. Hootsuite (free version and paid versions)
8. Vimeo -

9. about.me
10. Others you've found helpful?

Have a good social media picture? If not, take an "okay" one today ;)

Do you have similar branding in your profiles?

Your goals for 2018 for your social:

SOCIAL MEDIA REVIEW

Facebook Checklist - #1

Personal Facebook set-up?_____

Facebook page set-up?_____ Vanity name choice_____

1. **Update your "About" section.** Take a moment to review your about "blurb" and "About" page. Is your address, phone and URL still correct? Do you have any new information to add? Double check to make sure it's all up-to-date.
2. **Add info to your timeline.** With Facebook's timeline set up, you can provide a history of your company by showing key milestones. Now might be a good time to fill in that information if you haven't already.
3. **Take advantage of buttons & apps.** Apps are a great way to extend the functionality of your page. They can be used for email sign-ups, blog subscriptions, contests and much more.
4. **Add/update cover image.** Every time you update your cover image, it appears on your timeline and gives you a new opportunity to share a great image (and message) with your community. Try changing your current profile cover for current promotions and to get the word out about upcoming events. If you've never tested out a different cover image, give it a try.

5. **Manage permissions.** If multiple people manage your Facebook page, take a look and double check permissions. Make sure that no one has admin access that shouldn't.

Instagram Checklist

- **Get rid of spam accounts.** Now is the perfect time to clean up people you follow. You can get rid of spam and quit following accounts that are no longer interesting or valuable to you, or if the account has changed hands. Use and unfollow app that can help you quickly unfollow inactive accounts. (ex. InstaClean for Instagram)
- **Find new businesses or new people to follow.** Change up your feed and find some new people to follow. You can use Instagram search to find people by keywords, search bios or find users by topic. Also can find interesting people in the comments of pics/feeds you like.
- **#Hashtags.** Do you know what hashtags are appropriate for your field? If not, do some research in like-minded accounts
- **Update your bio.** When is the last time you updated your bio on Instagram? Now is a great time to make sure the info is up-to-date and that it best represents you and your personal brand. Can include your website and relevant #hashtags
- **Update your avatar.** How long has it been since you changed your Instagram Avatar? If you've been using the same image for a few years, you might want to consider a refresh.

Twitter Checklist

- **Get rid of spam.** Now is the perfect time to clean up the list of people you follow. You can get rid of spam and quit following accounts that are no longer interesting or valuable to you. There are some services/apps that can help you quickly unfollow inactive accounts, those without profile images, not following you back, etc. (Unfollow for Twitter)
- **Find new voices and new people to follow.** If Twitter is getting a little stale for you, why don't you find some new people to follow? You can use Twitter search to find people by keywords, search bios or find users by topic.

- **Refresh your lists.** Twitter lists are a great way to pay closer attention to certain people or accounts. However, cleaning up your lists or changing them out every so often will help you engage with a new audience. Have one geared locally so you stay in touch in Colorado Springs.
- **#Hashtags.** Do you know what hashtags are appropriate for your field? If not, do some research.
- **Update your bio.** When is the last time you updated your bio on Twitter? Now is a great time to make sure the info is up-to-date and that it best represents you and your personal brand.
- **Update your avatar.** How long has it been since you changed your avatar? If you've been using the same image for a few years, you might want to consider a refresh.
- **Add/update a header image.** Twitter now gives you the ability to add a cover image to further showcase your brand and what makes you different. Consider a custom graphic.

Google+ Checklist

1. **Update cover image.** Google+ rolled out larger cover images. Now is the perfect time to make sure yours looks great with the new set up.
2. **Connect with new people.** Because Google+ is a little less noisy, it's a great place to discover content and find new voices. Joining a Google+ community is a great place to start.
3. **Regular Posting/SEO strategy -** Make sure that you keep your feed up to date. Post at least 3x a week if you're able to.

LinkedIn Checklist

1. **Update your picture.** Like the other social networks, your avatar is super important. On this network, make sure you keep the photo professional. And if the photo doesn't look like you anymore, it's time for an update. Watch out for common avatar mistakes. Professional is key.
2. **Add experience.** Have you changed jobs? Do you have new skills or expertise to add? Make sure your profile has the latest and greatest information about you.

3. **Solicit recommendations.** Recommendations offer incredible validation for you and the work you do. Even if you already have some recommendations on your profile, think about whom you can ask (clients, colleagues, employers, etc.) and reach out to them.
4. **Recommend others.** It's a great way to network and show business contacts that you're looking out for them.
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6. **Endorsements.** It comes back to you. Go through your friends/colleagues/connections profiles and make endorsements for them. Also pare down your list to the top 8-12 things that you want to be endorsed for. You don't want 2 or 3 endorsements for 25+ items.
7. **Connect with new people.** Try to make it a practice to connect on LinkedIn after meeting someone new. But, if you don't do that, look in your address book or go through your stack of business cards and spend some time connecting with people on this network.

Pinterest Checklist

1. **Setup your personal account first.** Go through the process to establish your presence on Pinterest.
2. **Consider setting up one for your business.** The value of this varies from business to business. If you and your business are highly connected (it's a lifestyle for you) then consider combining the two.
3. **Create boards that tell a story.** Your story. Your business's story. Consider a board that has screenshots or pins of your website. Bring your own creativity to it.
4. **Connect with others.** Follow their boards, but go a step further. Have engagement with other brands that are similar to yours.
5. **Create a "secret board".** Do some research that you will use for Facebook content or a blog or 2 you're working on. Create one that you collect ideas for 1 or 2 of your top clients or one that you're targeting. Use it to monitor some of your competition.

Twitter: The 30(ish) minute schedule

A list of suggestions for the uninitiated :)

15ish minutes:

- Read articles from your favorite blogs.
- Use **Hootsuite**, **Buffer** or **Tweetdeck** to schedule the articles you want to share.
- Schedule the tweets/shares to be sent out at the most effective moments for your audience. Use an online tool to find out when these moments are. Buffer will send out at the most effective times.
- Don't just post a link to the article, but add a personal insight or opinion about the content.

5-10 minutes:

- Scroll through your social streams and retweet or share 2-4 interesting things.
- Respond to your direct messages (DMs) and mentions.

5-10 minutes:

- Do a few twitter searches for your field: e.g. if you are a real estate agent in London you could search 'real estate london', 'properties london', 'housing london' etc.
- Reply to things where you can weigh in in a useful manner, don't be a salesman but just help people out.

5 minutes:

- Find some new blogs to subscribe to. Good sources are: **Alltop** or **Google news in your industry**.