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A close-up, shallow depth-of-field photograph of a woman's eye. The eye is light blue and looking slightly to the right. The surrounding skin and eyelashes are softly blurred.

## **Social Media: How Can It Help With My Business**



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# Agenda

Your Social Media Goal

What Social Media Can Do for Your Business

LinkedIn, Facebook and Twitter Statistics

Common Social Media Mistakes

Time Management

Privacy and Security Concerns

Open Q&A





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## Social Media Goal

Who is your target market?

What are you trying to accomplish?

Which tools are appropriate for your company?





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# What Social Media Can Do For Your Business

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SEO-Search Engine Optimization

Brand Awareness

Drive Business Development-leverage mutual connections

Great Recruiting Tool

Build Community-Charitable

Facilitate Networking Internally

Great Listening Tool





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Complete your Google Profile

[www.google.com/profiles](http://www.google.com/profiles)

Complete your Google Places

[www.google.com/places](http://www.google.com/places)

Check for your meta description and meta keywords on your website





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80 million users

Average user has 60 connections

Median age is 41 years of age

All Fortune 500 companies are represented in LinkedIn

Most professional of all social networks

Great targeted ads





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The Facebook logo, consisting of the word 'facebook' in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

facebook®

550 million users

Average user has 130 friends

Median age is 31 years of age.

Fastest growing demographic is 55 years of age

Use [www.facebook.com/pages](http://www.facebook.com/pages) to build your business page

Great targeted ads





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# twitter

160 million users today

Median age is 35 years of age

Average user has 70 followers

Find to people to follow use [Twellow.com](http://Twellow.com) or [Wefollow.com](http://Wefollow.com)

Manage Twitter with [Tweetdeck](http://Tweetdeck.com), [Hootsuite](http://Hootsuite.com) or [CoTweet](http://CoTweet.com)





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## Common Social Media Mistakes

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Just having a presence on social media sites won't cut it.

Spamming others with a constant stream of promo messages.

Assuming social media networking can replace traditional networking.

Thinking others will flock to you

Setting up a social media site if you're paranoid





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## Time Management

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Build social media time into your calendar. 30 minutes per week for LinkedIn/Twitter/Facebook.

- Update your status bar

- Run People or Business Searches

- Add connections

Have a goal and focused effort!





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## Privacy and Security Concerns

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Don't mention that you are leaving for vacation.  
([www.pleaserobme.com](http://www.pleaserobme.com))

Be aware of applications and links

Remove your profile from [www.spokeo.com/privacy](http://www.spokeo.com/privacy)

Update your Facebook Privacy settings





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# Questions and Answers





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# Thank you!

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