



Digital Toolkit

Doing Business Digitally: Social Media Fundamentals

Content Provided by **Mashable**



Social Media Fundamentals

COURSE OVERVIEW

The goal of this course is to explore the fundamentals of social media and discover the best strategy for your brand.

This course is split in to three sections:

- Building a voice for your brand.
- Understanding different social networks.
 - Facebook
 - Foursquare
 - Google +
 - Instagram
 - Pinterest
 - Tumblr
 - Twitter
 - Yelp
- Getting Started! Get ready to start building the right platform for you.

Doing Business Digitally

REASONS FOR SOCIAL MEDIA AND SMALL BUSINESSES

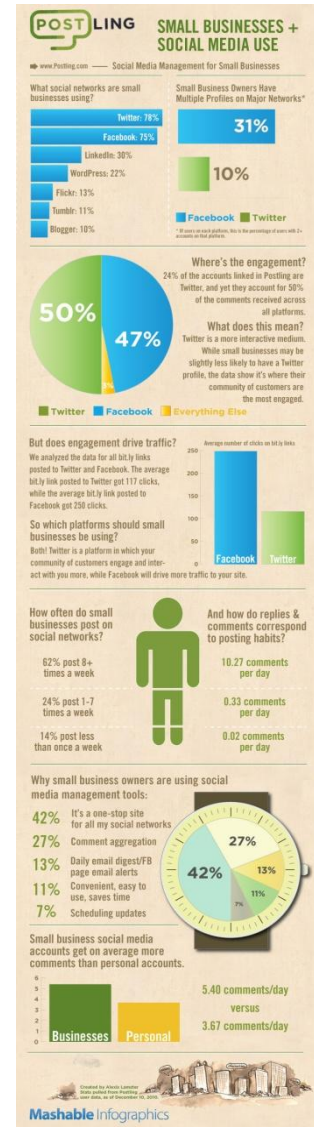
Grow your business – quickly!

- Attracts new customers
- Build brand loyalty
- Fastest way to receive customer feedback

Resources for Learning More about Social Media

- Mashable Small Business
<http://mashable.com/small-business/>
- Facebook for Business
<http://www.facebook.com/business>
- Twitter for Business
<https://business.twitter.com/>
- Foursquare for Business
<https://foursquare.com/business>

<http://mashable.com/2011/02/14/small-business-social-media-infographic/>





Social Media Fundamentals

Building Your Voice

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DEFINE YOUR GOALS

First step: State your goals

Your goals should say what you hope to accomplish. Such as:

- Increase awareness with current customers
- Connect with new customers
- Strengthen relationship with current customers
- Receive feedback from customers
- Promote specific business strategies
- Increase sales online or in-person
- Increase foot traffic if you have a physical storefront
- Establish or protect your business's reputation

Your goals will help indicate the best social network for your business.

Social Media Fundamentals

DEFINE YOUR AUDIENCE

Define who you want to reach. Consider the following:

- Demographics
- Location
- Interests

Define what services you provide to your customers.

Use the services you provide as a marker to determine the best network to connect with your audience.

- For example, a camera store might build a profile on an image sharing platform and take photos with their goods to attract new customers.
- B & H, a photo, video and audio store in Herald Square, has joined Pinterest, where you can view their products and get tips

<http://pinterest.com/bhphotovideo/>.



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FINDING YOUR VOICE

Even though social media occurs on the internet, people want human interaction with your business, like they would in your store or shop.

- Stay human and authentic.
- Speak to your audience in a tone they might expect from you face-to-face
- Develop a consistent voice.
- Keep in mind your goals: are you a peer or are you trying to educate your customers/clients about something?



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BUILDING YOUR BRAND THROUGH SOCIAL MEDIA

Things to Consider before Launching Your Social Media:

- Treat your social media strategic plan like a business plan
- If possible, assign the responsibility of executing the plan to one person, so the voice can remain consistent. If its not possible, establish a “style guide” that you share with all staff.
- Don’t be afraid of experimenting! You can test out funny messages or contests/giveaways with a smaller audience than would be in the store
- **IMPORTANT:** Link to the tools you already have, like your website. Allow content to live on your website and link to it through social media
- Use your audience as a compass
- Inquire from your customers and community what social platforms they are using
- Read the “Five Ways Small Businesses Get Social Media Wrong” by Mashable before you get started: <http://mashable.com/2012/06/25/small-businesses-social-media-tips/>

Social Media Fundamentals

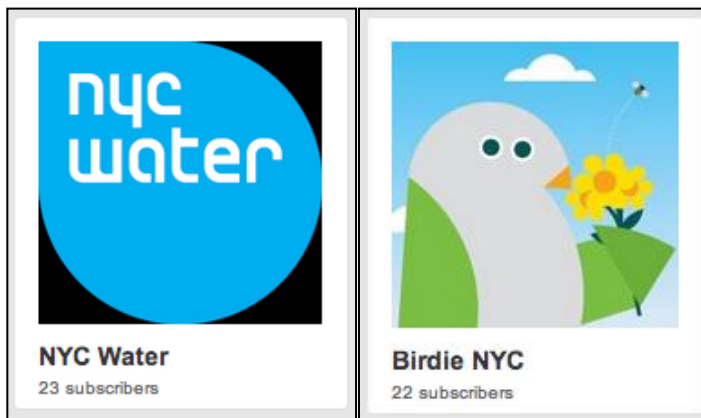
LOGOS AND SLOGANS

If you have already established logos and slogans that you are proud of—use them!

- **Twitter:** Slogan in your bio, and use your logo as an avatar.
- **Facebook:** Your logo as your Facebook picture.
- **Pinterest:** Pin your logo and location.
- **Foursquare:** Logo in pictures and slogan in description.

Avoid

If your profile picture is not a square image, the sides will be cut off. You should also use high resolution images at all times or your profile image will appear pixelated.



Do

Keep your profile image simple, square and at a high resolution.



Social Media Fundamentals

Social Media Platforms

Social Media Fundamentals

SOCIAL MEDIA PLATFORMS

We'll cover social media from four main categories:

Messaging and Engagement

- Twitter
- Facebook
- Tumblr
- Google+

Photo Sharing

- Pinterest
- Instagram

Location

- Foursquare

Directories

- Yelp

Social Media Fundamentals

MESSAGING AND ENGAGEMENT PLATFORM OVERVIEW

- Some of the most popular messaging and engagement platforms are **Facebook, Twitter, Tumblr, and Google+.**
- Every day, **millions of people** from around the world tune into one or more of these platforms to discover more about their interests, their community of friends and family, and hear what other connections have to say.
- For you, the main goal of these networks should be to **share** information and timely messages about your business.
- A secondary goal is to be able to **interact** around this information through comments, likes, retweets, etc.
- A third goal is to develop an ongoing relationship with your customers.

Social Media Fundamental

WHAT IS TWITTER?

- Twitter is a free short-format information sharing service. It is made up of 140 character bursts of information, called Tweets.
- About 50% of active users log in daily, 55% of active users are mobile users
- 40% of users are just there to listen (read tweets and don't write tweets of their own)
- Get started by creating your business's Twitter Handle!

- Twitter is best for:
 - Sharing information like daily specials, promos, etc
 - Linking to exclusive/original content on your website
 - Business types: consultants and restaurants are best poised for this social platform



Social Media Fundamentals

TWITTER DICTIONARY

Tweet: Any message with 140 or fewer characters posted to Twitter.

Follow: Search for people/brands on Twitter. In order to see their tweets, you have to follow them. This can be done with the follow button.

Mentions: A Tweet containing another user's Twitter username, preceded by the "@" symbol. This is a great tool to interact with certain people. Example: Hi @customer, thanks for shopping at our store!

Replies: A tweet that begins with another user's username and is in reply to one of their tweets.

Retweet (RT): A retweet is a re-posting of someone else's Tweet. Twitter's retweet feature helps you and others quickly share that Tweet with all of your followers.

Direct Message (DM): A personal message sent directly to someone who follows you or sent directly to you from someone you follow.

Hashtag (#): Hashtags are a way to join or create a conversation. It is also a place to search. The hashtag # symbol is used to mark keywords or topics in a tweet. It is a way to categorize messages. Example: Had a great time @NYCBusSolutions social media 101 class. #smallbusinesses

Social Media Fundamentals

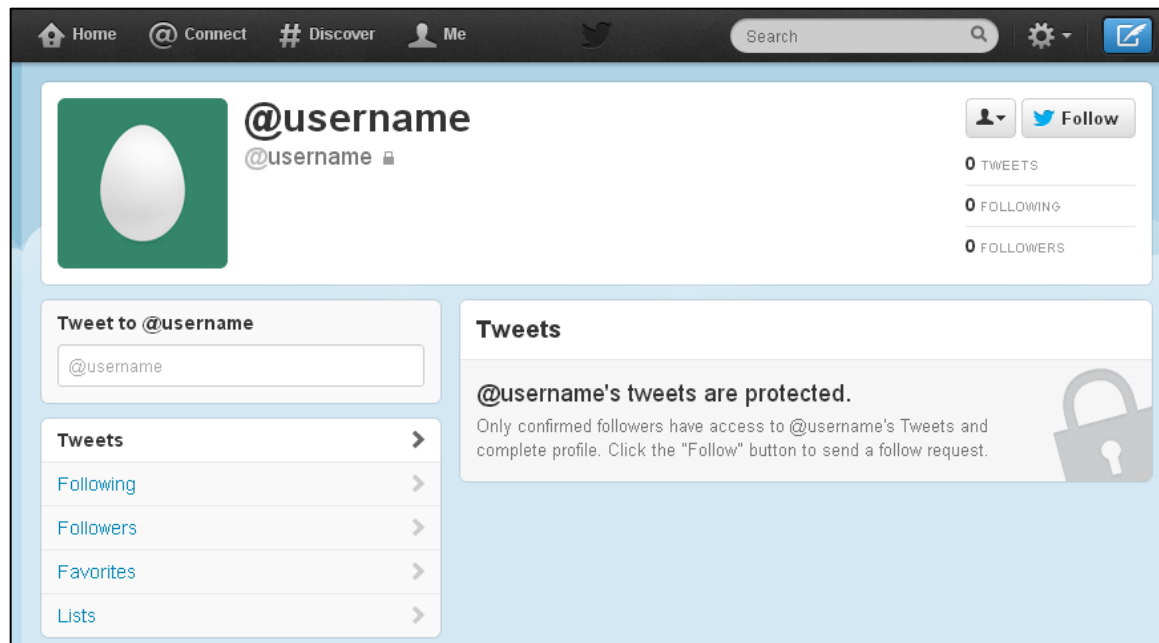
TWITTER AND YOUR BUSINESS

- **GOAL ON TWITTER:** To create and interact with messages that are geared towards your followers and potential followers. These messages will promote products, events, offer giveaways, talk about your business, and generally engage your customers.
- Your followers receive every one of your messages in their timeline - a feed of all the accounts they have subscribed to or follow on Twitter, in chronological order.
- You can choose to make your broadcasts public or private. We encourage businesses to always be private.
- Before you start tweeting, listen to what others are saying.
 - ✓ See what customers are tweeting about
 - ✓ See what competitors are tweeting about
 - ✓ Follow brands that you admire and try to replicate their social media efforts

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TWITTER AND YOUR BUSINESS

- Twitter is a great platform for projecting what your company is doing right now and accessing a large audience.
- It's an easy way to hear and respond to customer feedback.
- Sample Tweet from @XYZCafe: Not sure what to eat tonight? You can always check out our menu online - XYZCafe.com!



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TWITTER AND YOUR BUSINESS: ON THE GO!

Profile header photo (1252px X 626px for optimal viewing across all devices): Showcase your brand prominently to grab the attention of your profile page visitors. To select from the pre-loaded themes or upload your custom image, visit the design tab within your Twitter settings page.

Profile background (JPG, PNG, or GIF file, up to 800kb): Create a rich experience with an engaging background image that tells your brand story. The image can be left, center or right aligned — giving you more control and predictive placement of creative elements.



Social Media Fundamentals

TWITTER AND YOUR BUSINESS: ON THE GO!

Pinned Tweet: Highlight your most engaging and important content on your profile page. Select any one of your Tweets to pin to the top of your profile timeline at no extra cost.

Mobile devices: Update your header image and profile photo on the go straight from your mobile device. The images you upload will be automatically resized to fit the viewing screen. Users will always see a consistent visual identity for your brand across platforms, including mobile devices.



Social Media Fundamentals

BEST PRACTICES FOR TWITTER

When to tweet?

- Tweet with announcements you want to make, such as a sale, special, new product, new location, etc.
- Each tweet should add value to your customers' lives and link to original content. Don't forget to add in a "call to action"
- Tweet at least twice a day and use link shortening services like Bitly

When to retweet?

- Something you want your audience to know that came from another user, generally, something positive

When to respond to a tweet?

- Questions or compliments



Social Media Fundamentals

WHAT IS FACEBOOK?

- Facebook is the world's largest social network, with more than 900 million users. It's free to join and open to anyone over 13. It provides a place for social connection via sharing of photos, videos and text updates.
- Users can create personal profiles and establish relationships with other people and companies.
- Facebook gives brands an opportunity to engage with the Facebook community by allowing companies to have their own Page. Here is the place where your friends, customers and potential customers can find you.
- With a Facebook Page, you can share text, photos, videos, and build a visual representation of who you are as a business.

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FACEBOOK AND YOUR BUSINESS

Facebook allows you to:

- Connect with your audience
- Start a conversation
- Update all in your community with company news.
- Over 900 million people like and comment an average of 3.2 billion times every day
- When you have a strong presence on Facebook, your business is part of these conversations and has access to the most powerful kind of word-of-mouth marketing — **recommendations between friends.**

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FACEBOOK AND YOUR BUSINESS

- The more compelling and engaging your content is, the more it will be "liked" and commented on Facebook, increasing the chance of people seeing your messages—and ultimately, your small business.
- **Embrace images:** take pictures on your smartphone of everything that makes your brand unique. Post them on your page and encourage a conversation.
- **Make the most of your cover photo:** the cover photo can tell the story of your brand. It is the first thing people see when they come to your page so put thought into what this image could be, like the photo of a new location, photos of the owner and/or employees or images of a new product.
- **Profile Picture:** place to show consistency in your brand. This is the best place to put your logo. If you don't have one this is the best place to start.

Social Media Fundamentals

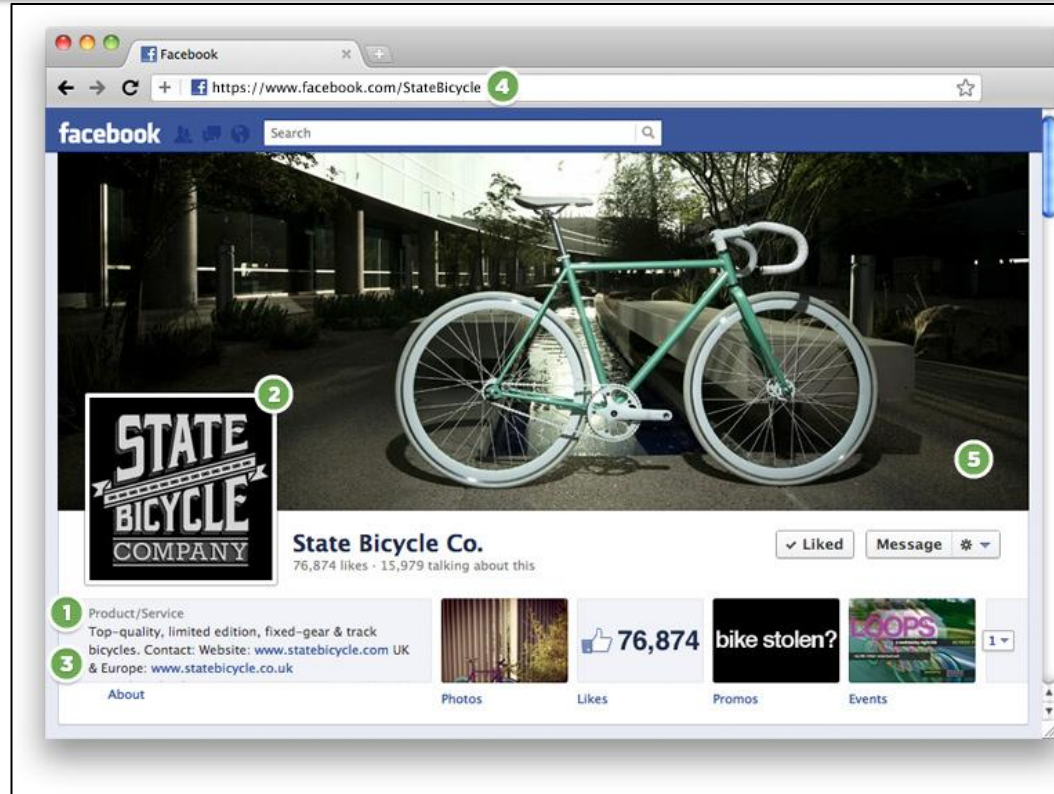
FACEBOOK AND YOUR BUSINESS

- **Run Contests:** people love to win, there is an app on Facebook that allows you to do just this.
- **Milestones:** this is the place to tell your brand story. It is a digital scrapbook, it's the way to tell the story of the brand the way a Facebook profile can tell the story of one's life. Best things to put in are memorable moments for your company—always include a photo!
- **Embrace Fans:** Interact with them, like, comment, and post what they have to say. If they have pictures about your brand post them, make their content your own.

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BUILDING A FACEBOOK PAGE FOR YOUR BUSINESS

1. Choose a category and a Page name that represents your business.
2. Pick a logo or another image that people associate with your business to use as a profile picture.
3. Write a sentence about your business so people understand what you do.
4. Set a memorable web address for your Page that you can use on marketing material to promote your presence on Facebook.
5. Choose a cover photo that represents your brand and showcases your product or service. It's the first thing people will see when they visit your Page.

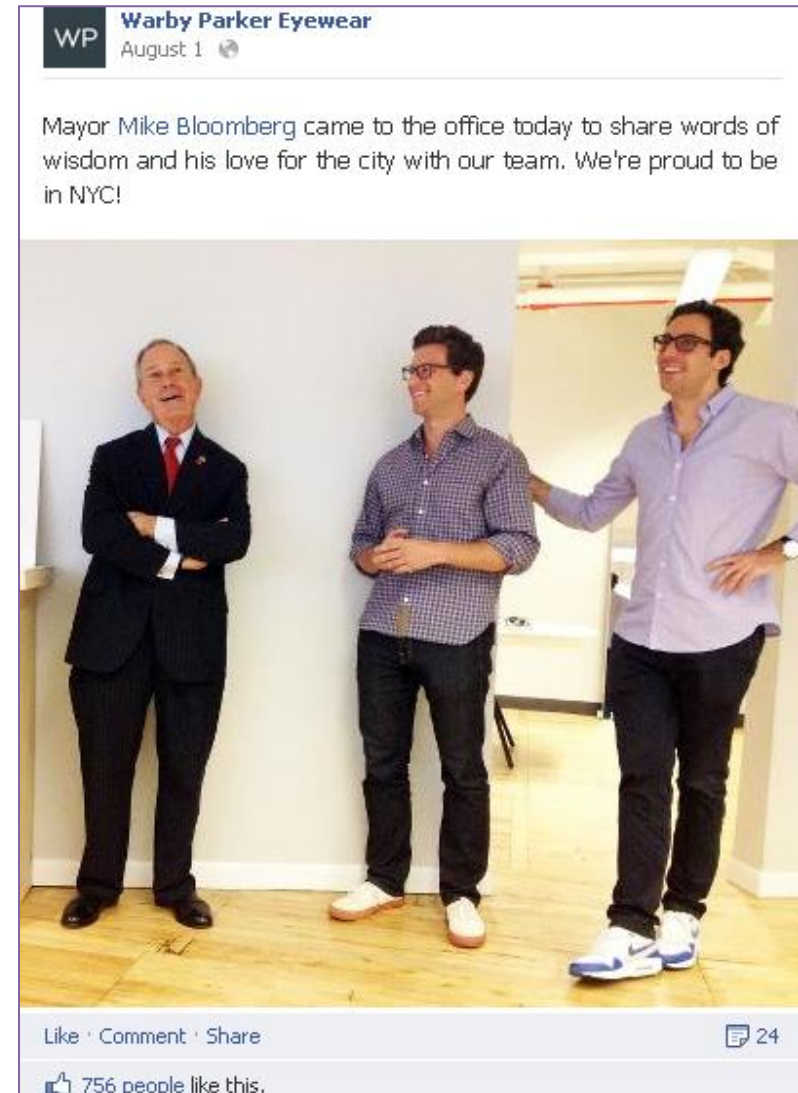


Content and image provided by Facebook

Social Media Fundamentals

BEST PRACTICES FOR FACEBOOK

- Define a publishing schedule for your content to determine when you should post
- Link back to your website
- Cross-pollinate to get your audience to other platforms
- Tag others in photos
 - For example, Warby Parker Eyewear tagged Mayor Bloomberg in this photo of an office visit. Getting not only their community but his as well.



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BEST PRACTICES FOR FACEBOOK

- Encourage communication among customers. Get them talking to you and build a human interaction.
- Warby Parker, an eyewear company, asks people to send pictures of them in different glasses and asks customers which looks best.
- Highlight your brand, products, and employees in creative and interesting ways. Humanize your business through doing spotlights on your employees.
- Minimum of 3 posts a week
- Content that you share will appear in the newsfeed of your fans.

Social Media Fundamentals

WHAT IS TUMBLR?

Tumblr let's you effortlessly sharing anything, in a microblog-type format.

- Post text, photos, quotes, links, music, and videos from your browser, phone, desktop, email
- You can customize almost everything, from colors to HTML, and can use their library of free and affordable themes, or templates
- Users can follow other users' blogs, as well as make blogs private
- There are 69.4 million blogs hosted by Tumblr, with about 30 billion posts on them
- Over 16 billion monthly page views

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TUMBLR AND YOUR BUSINESS

- Tumblr is user-friendly; all of its features are apparent on the dashboard.
- Tumblr is really great at showing off your business personality.
- Tumblr is a great hosting platform for your primary website (not only your blog), and is great for a business that can't hire a designer or developer.
- Use Tumblr's 'Ask' feature to take questions and quickly and efficiently provide answers. Anyone can ask a question, and answers can either be private or public.
- Use Tumblr's 'Submit' feature to take photo, video, audio and text submissions to publish on your blog.
- Think of Tumblr as a two-way conversation: Tumblr is peer-to-peer communication, not a broadcast channel. While you can use it to make announcements, you'll get a better response if you join and follow relevant conversations.

Social Media Fundamentals

TUMBLR AND YOUR BUSINESS

Text: Explain rules for your upcoming content or make an announcement.

Photo: A product image, a picture of your team, a picture of a celebrity wearing or using your product, a dish at your restaurant, a profile of a new team member. You can upload multiple photos, which is great for an event recap or even product shots — use a wide shot and a close-up, for instance.

Quote: A one-liner that your fans just need to hear.

Link: Saw something on the web that you just have to share? Link out to it.

Chat: Did you have a funny exchange with a customer? Recount it here.

Audio: Post the jam that has everyone in the office grooving, or maybe a song that mentions your line of work.

Video: Did you shoot some video at a recent event? Post it on Tumblr!

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TUMBLR THEMES FOR BUSINESSES

FREE THEMES

Effector: Super customizable, free theme, effectortheme.tumblr.com/

Single A: This is a free, stripped-down version of the Metropolis theme--that allows Sticky posts, safe.tumblr.com/theme/preview/28638

PAID THEMES

Insider: This theme has a unique and beautiful grid layout that can work perfectly for businesses that want to put up a lot of evergreen content--because the blog isn't displayed in a reverse chron order, it looks fresh no matter how long ago it has been updated, insider-theme.pixelunion.net, \$49.00

Metropolis: This theme has two unique features that would be useful to business: Sticky posts--you can designate one post to stay at the top of your blog--say, for instance, that a business doesn't want to update much--you can have the top of the page be a post that gives all relevant information about hours, services, directions, contact info, etc. and it will always be the first thing someone sees on the blog, even if they post other things. This theme also uses Featured posts to let the business highlight posts in a particular category metropolistheme.tumblr.com/, \$49.00

Mallow: Another theme that allows sticky posts and featured posts, mallowtheme.tumblr.com, \$49.00

Framework: A cheaper, but clean and flexible theme, <http://framework-theme.tumblr.com/>, \$19.00

Social Media Fundamentals

BEST PRACTICES FOR TUMBLR

- Pick an area of interest that your customer/consumer would enjoy. Keep in mind Tumblr is particularly popular among younger Internet users, under the age of 34 years old (55% of users)
- Tag all of the content that you post, to increase searchability and shareability. Tumblr's tag system generally represents a community that has been filtered, so it should navigate you to the right audience
- Tumblr is a visual medium, so look for images to help tell your story
- If you're a small business owner serving an older (50+) demographic solely in your area, Tumblr might not be right for you. It might be better instead to pour more resources into [Facebook](#), where you'll have much better success finding potential customers with Facebook's targeting capabilities.
- Example: GustOrganics, an NYC-based organic restaurant, blogs about things the owner thinks his customers would find interesting, like corporate social responsibility.

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WHAT IS GOOGLE +?

- Google +, is a social network operated by Google that integrates across a number of Google products, including Buzz and Profiles
- You can target sharing with subsets of your social groups, called "Circles". Circles are simply small groups of people that you can share to, each with names like friends, family, co-workers, customers.
- Google has created a section for viewing, managing and editing multimedia. The photo tab takes a user to all of the photos he or she has shared, as well as the photos that the user is tagged in.
- Google "Hangouts," is a group video chat feature. People can then join the hangout as long as they have been placed in a circle that was invited by the person who created the hangout.

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GOOGLE + AND YOUR BUSINESS

- Google + integrates with all of Google's other extremely popular public-facing services: Google Search, Google Places, Google Maps, etc.
- Any business on Google+ will likely see a search engine optimization boost from maintaining an active Google+ page.
- *Tayta Restaurant & Catering* in Corona, Queens, shows up quicker on an organic search because it has a Google+ page.
- If you are running a brick-and-mortar store, having a Google+ page will help add valuable data to your Google Places page.

Google+ search bar and navigation icons (Home, Profile, Pages, Explore, Events, Photos, Circles, Local, More).

You are now using Google+ as a page. **OK**

City of New York View as... Edit profile

Photo (c) 2012 Vivienne Guo. #LoveNYC photo entrant.

Posts About Photos Videos

Share what's new...

City of New York 5 Sep 2012 - Public

Hundreds of New York Cares volunteers recently helped to paint colorful murals along 2,500 feet of bicycle lanes and sidewalks for the NYC DOT Urban Art Program's third annual Barrier Beautification, on New York Cares Day.

This year's designs are by Brooklyn-based artist and designer Abby Goldstein, Manhattan-based interdisciplinary artist Sam Holleran, Brooklyn-based artist Brooklyn-based painter and animator Marcie Paper and Manhattan-based illustrator Carla Torres.

NYC DOT - Urban Art

Pedestrians & Sidewalks. Urban Art. Art is integral to DOT's goal of world class streets. Artists help to transform the landscape from ordinary to extraordinary with temporary, unexpected inte...

<http://www.nyc.gov>

5 HAVE YOU IN CIRCLES

Get Started

Settings • Help • Send feedback

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GOOGLE + AND YOUR BUSINESS

- Keep your profile current and interesting; your profile will be one of the first things that will show up in Google Search.
- Share articles and information.
- You can use other Google products, like Google Hangouts and Google Docs, as internal tools as well.

The screenshot shows the 'About' tab of a Google+ profile. It contains the following information:

- Tagline:** The best city in the world.
- Introduction:** Welcome to the City of New York on Google+, where NYC government keeps you informed on the latest from across the City.
- Contact info:** Phone 311.
- Website:** <http://www.nyc.gov> with a 'Link website' button.
- Links:** What pages interest you?

Four blue arrows point from the text on the right to the Tagline, Introduction, Contact info, and Links sections of the profile.

- Create an easy to understand tagline for your business.
- Write a welcome message in your Introduction. We recommend using your full business name here.
- Include a phone number and a website address.
- If you want, you can add other Google+ page here that are relevant to yours (not competitors, obviously)

Social Media Fundamentals

LOCATION-BASED SERVICE OVERVIEW

- One of the largest impulses people/businesses have is to tell their community where they are and what they are doing.
- Location-based networks allow people to share where they are and tell people in an effective way- using an exact address or business name.
- This impulse is great for small businesses! People's need to inform=spread of small businesses reach.



Social Media Fundamentals

WHAT IS FOURSQUARE?

- Foursquare is a location-based app that helps people find places to go nearby. The Foursquare community consists of 25 million people who have checked in more than 2.5 billion times.
- When your customers check in at your small business on Foursquare, they're telling their friends about you.
- The app has evolved to incorporate restaurant menus and reservations, tips (mini reviews), and even promoted specials and deals.
- When you claim your locations on Foursquare, you gain access to a number of free tools that help you identify and communicate with new and loyal customers.

Social Media Fundamentals

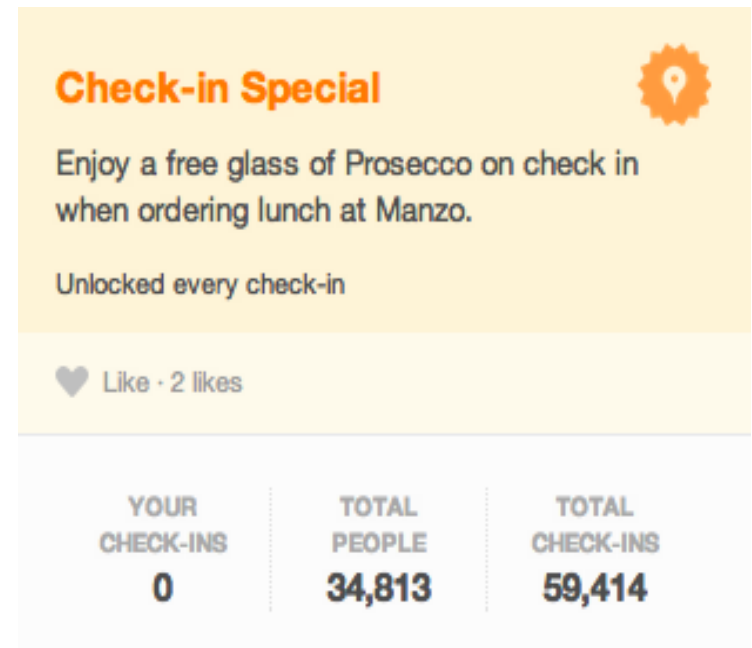
INSTRUCTIONS ON JOINING FOURSQUARE

- Step One: Find your listing on Foursquare. Search for your small business name in the search box.
- Step Two: Claim it. Click the “Claim here” link on right side of your location page. (In order to do this you must have an account).
- Complete the verification process by phone or mail.
- After that, you’re ready to get going!

Social Media Fundamentals

FOURSQUARE AND YOUR BUSINESS

- Great for all small businesses that have an actual location.
- Can attract both loyal and new customers to your business.
- Once you verify your Foursquare business location, you can set up specials that entice your customers.
- You can promote your specials at your business as well as through Facebook and Twitter.



Check-in Special 

Enjoy a free glass of Prosecco on check in when ordering lunch at Manzo.

Unlocked every check-in

♥ Like · 2 likes

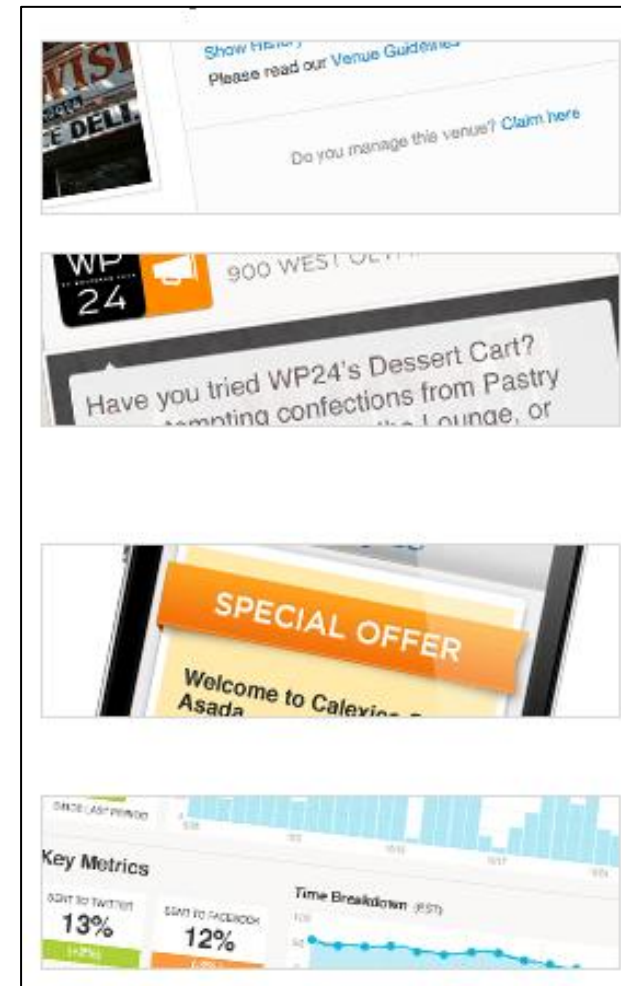
YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	34,813	59,414

Example: Brasserie Julien, a French restaurant on the Upper East Side, rewards people that check in on Foursquare with a free cocktail.

Social Media Fundamentals

FOURSQUARE AND YOUR BUSINESS

- Specials: Create and manage Foursquare Specials.
- Updates: Share photos, specials and news to nearby customers.
 - Uses location and social intelligence to target your most ideal customers.
 - Small businesses can send updates about a new shipment of product, a new menu item or to notify customers nearby about a special or event.
 - When you share an update, loyal customers who are nearby will see it in the Friends tab of their app.
- Dashboard: See stats of who checked in, and how traffic at your business location changes from month to month.
- Tools: Manage your business' presence on Foursquare, including adding new managers and editing your listing information.



Social Media Fundamentals

FOURSQUARE DICTIONARY

Once you are a manager of your small business's Foursquare location you can set up a special. This is super easy to do and can help you:

Attract new customers with specials:

- **Swarm Special:** For example, if 30 people check in at once, they'll each get 25-cent wings.
- **Friends Special:** For example, if you check in with three friends, you'll get a small shared dessert.
- **Flash Special:** For example, the first 10 people to check in after 8 p.m. will get 25% off their order.
- **Newbie Special:** For example, get a free cupcake on your first check-in.
- **Check-In Special:** For example, get a free appetizer when you check in.

Reward Existing Customers:

- **Loyalty Special:** For example, get a free cookie every 5th check-in.
- **Mayor Special:** For example, the mayor gets 20 percent off their entire bill.

Social Media Fundamentals

BEST PRACTICES FOR FOURSQUARE

- Use specials to get your old customers back through the door. For example, the mayor of Insomnia Cookie gets one free cookie a week.
- Use updates to alert customers about news, sales, and deals.
- Keep it visual: Advertise your specials and include photos.
- Make your visuals topical. Include photos of specials or your location.
- Cross-pollinate: Include specials on your website, Twitter, and Facebook.
- Make your Foursquare specials timely. Coffee in the morning and dinner specials at night.

Social Media Fundamentals

DIRECTORIES: WHAT IS YELP?

- Yelp is a web 2.0 company that operates a social networking and user review website by the same name.
- Yelp hosts an online database of user generated reviews of local businesses.
- It is the ultimate city guide that taps into the community's voice and reveals honest and current reviews on local businesses and services.
- People in urban centers use it as a guide to choose where to go to dinner, where to buy clothes and where to be entertained.

Social Media Fundamentals

YELP AND YOUR BUSINESS

- Users decide where and how to spend their money using Yelp, so if your business is local, you need to curate your yelp page.
- Yelp had an average of approximately 78 million unique visitors in Q2 2012
- Yelpers have written over 30 million local reviews
- You can access Yelp via iPhone, Android, BlackBerry, and more.
- In addition to review, you can use Yelp to find events, lists and talk with other Yelpers.

Social Media Fundamentals

GETTING STARTED WITH YELP

- Every business owner or manager can set up a free account to post photos and message their customers.
- If your business has been around long, you probably already have a page; you're just not holding the reins yet. Step in and take control.
- Claiming or creating your Yelp business page is easy; just fill out the online forms and answer a quick automated phone call.
- Once you are signed up, you'll have access to tools that will help you engage your customers and spread the word about what you're offering to the community.

Social Media Fundamentals

BEST PRACTICES WITH YELP

- Fill out your business info completely
 - Customers refer to Yelp business pages to learn about a business before going to visit in person. If the information on the Yelp page is incomplete, they're likely to move on to a competitor that provides more details simply because they'll better know what to expect and are less likely to be surprised, disappointed or feel their time wasted
 - The administrator pages offer lots of fields to fill out to maximize the amount of information about your small business. Take advantage of that!
- Respond Constructively to Customer Reviews
 - If the review is positive. A response is easy and creates a human interaction – like, “Thank you for your kind thoughts!”
 - Yelp allows you to respond to negative reviews, either to privately make apologies to reviewers or publicly correct misinformation. Use this feature to your advantage! You may get a customer back that would have written you off before.

Social Media Fundamentals

BEST PRACTICES WITH YELP

- Make Offers and Announcements Regularly
 - Yelp allows you to share specific offers and announcements to not just the people who visit your page, but with members of the larger community.
 - When you create an offer or announcement on Yelp, it appears in the offers and announcements directory for your city.
- Display Yelp Badges on Your Website or Blog
 - Yelp provides badges that you can embed on your business website or blog that shows you're on Yelp and engaged with your community.
 - You can even embed a count that visitors how many positive reviews you have.

Social Media Fundamentals

OVERVIEW OF IMAGE SHARING PLATFORMS

- Image sharing platforms are a way to share images and promote them across your different platforms.
- Any type of business that wants to show off its “special skills,” like dishes from a menu or hair cuts and style, photo sharing is an informative and engaging way to interact with your audience.
- Always better to show, not tell, your customers.

Social Media Fundamentals

WHAT IS PINTEREST?

Pinterest is an image-based social network – it's a virtual pinboard of web content.

- It allows users to create online bulletin boards, or “pinboards,” for popular categories such as:
 - Home décor
 - Arts and crafts
 - Fitness
 - Food
 - Weddings
 - Style/fashion
- The boards can include photographs, products, creative ads, video tutorials and stories.

Social Media Fundamentals

PINTEREST AND YOUR BUSINESS

- Pinterest can be used like an online catalogue of goods or testimonials to show what is unique about your business through images.
- Businesses can use Pinterest to show the inspiration behind their product or service.
- If you're looking to crowdsource or gauge the reaction to a new product, Pinterest can easily help broadcast your message.
- Great for retail, restaurants, beauty/spa, fashion.

Social Media Fundamentals

PINTEREST AND YOUR BUSINESS

- To get started, build a few different pinboards with different themes.
- Sentiment analysis shows that Pinterest users are generally happier people, compared to the conversations happening on other social media platforms. Ride this goodwill by sharing content often.
- To increase the shareability of content, repin others.
- Follow your customers and other brands admire.

Social Media Fundamentals

PINTEREST AND YOUR BUSINESS

- Create boards that help you tell your story to the audiences you want to tell it to.
- Invest in some good graphics that represent your product.
- Try to pair every product, page or important piece of content you want to draw attention to with a great image.
- Tell people you're on Pinterest by adding the icon to your site.
- Add a Pinterest share tab to your great images.
- Encourage engagement and pinning activity by allowing others to post their pins to your profile.

Social Media Fundamentals

WHAT IS INSTAGRAM?

- Instagram is a mobile-only, photo-sharing application.
- A photo sharing application that lets users take photos, apply filters to their images, and share the photos instantly on the Instagram network and other social networks.
- With Instagram you can simultaneously share photos across social networks: Twitter, Facebook, Foursquare, and Tumblr blogs.
- Behind the scene look at your small business.

Social Media Fundamentals

BEST PRACTICES WITH INSTAGRAM

- Instagram (different from Pinterest) is about displaying your own photos. It can show the actual goings on at your business.
- When presenting your brand on Instagram, your reputation and brand image is only as strong and complete as your most recent update. Keep your photos fresh!
- Keep your images compelling.
- Cross-pollinate!

Social Media Fundamentals

IN REVIEW...

Keep in mind the following best practices when integrating social media across all platforms:

- Develop a brand voice, but be human and authentic
- Respond in a timely manner
- Don't do the hard sell; the goal is to be top of mind and develop brand affinity
- Diversify content, then cross-pollinate
- Identify your social networks on your website.
- Don't over-post
- It's not about total number of fans-it's about engagement with the fans you have.
- Reward your fans!

**Time to
Get Started!**

Social Media Fundamentals

ADDITIONAL RESOURCES

General:

<http://mashable.com/2012/07/09/social-media-cheatsheets/>

<http://mashable.com/2012/03/18/typography-small-business/>

<http://mashable.com/2008/09/02/social-media-behavior-101-soon-a-required-course/>

Facebook:

<http://mashable.com/2012/05/16/facebook-for-beginners/>

<http://mashable.com/2011/12/07/facebook-timeline-guide/>

<http://mashable.com/2012/03/01/facebook-timeline-brands-guide/>

<http://mashable.com/2012/05/17/facebook-timeline-brand-tips/>

<http://mashable.com/2011/10/01/facebook-101-comic/>

<http://mashable.com/2011/05/25/facebook-marketing-guide/>

<http://mashable.com/2010/10/28/improve-facebook-ad-performance/>

<http://mashable.com/2009/07/20/facebook-local-ads/>

<http://mashable.com/2012/03/12/facebook-brand-building-tips/>

<http://mashable.com/2009/09/22/facebook-pages-guide/>

<http://mashable.com/2009/04/02/facebook-personal-brand/>

YouTube:

<http://mashable.com/2011/07/20/how-to-marketing-youtube/>

Social Media Fundamentals

ADDITIONAL RESOURCES

Twitter:

<http://mashable.com/2011/07/06/cotweet-guide/>

<http://mashable.com/2011/06/22/twitter-marketing-guide/>

Foursquare:

<http://mashable.com/2011/04/27/how-to-foursquare/>

Tumblr:

<http://mashable.com/2011/08/17/tumblr-marketing-guide/>

Instagram:

<http://mashable.com/2012/08/08/40-of-top-brands-instagram/>

<http://mashable.com/2012/07/19/instagram-filters/>

<http://mashable.com/2012/07/16/photo-editing-apps/>

<http://mashable.com/2012/05/31/instagram-baseball-infographic/>