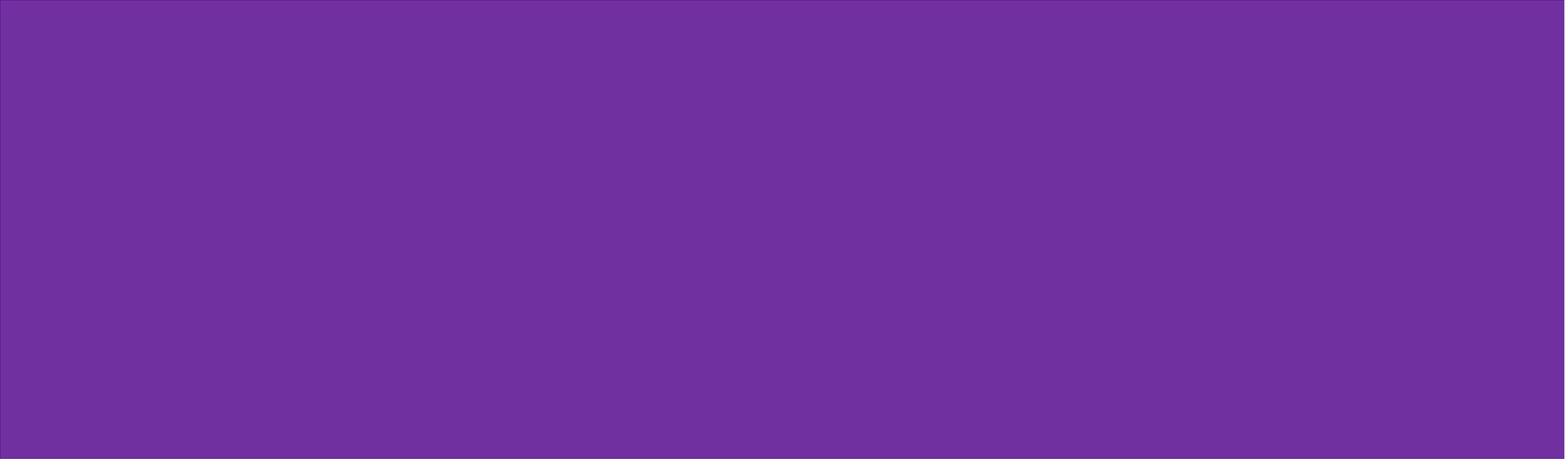
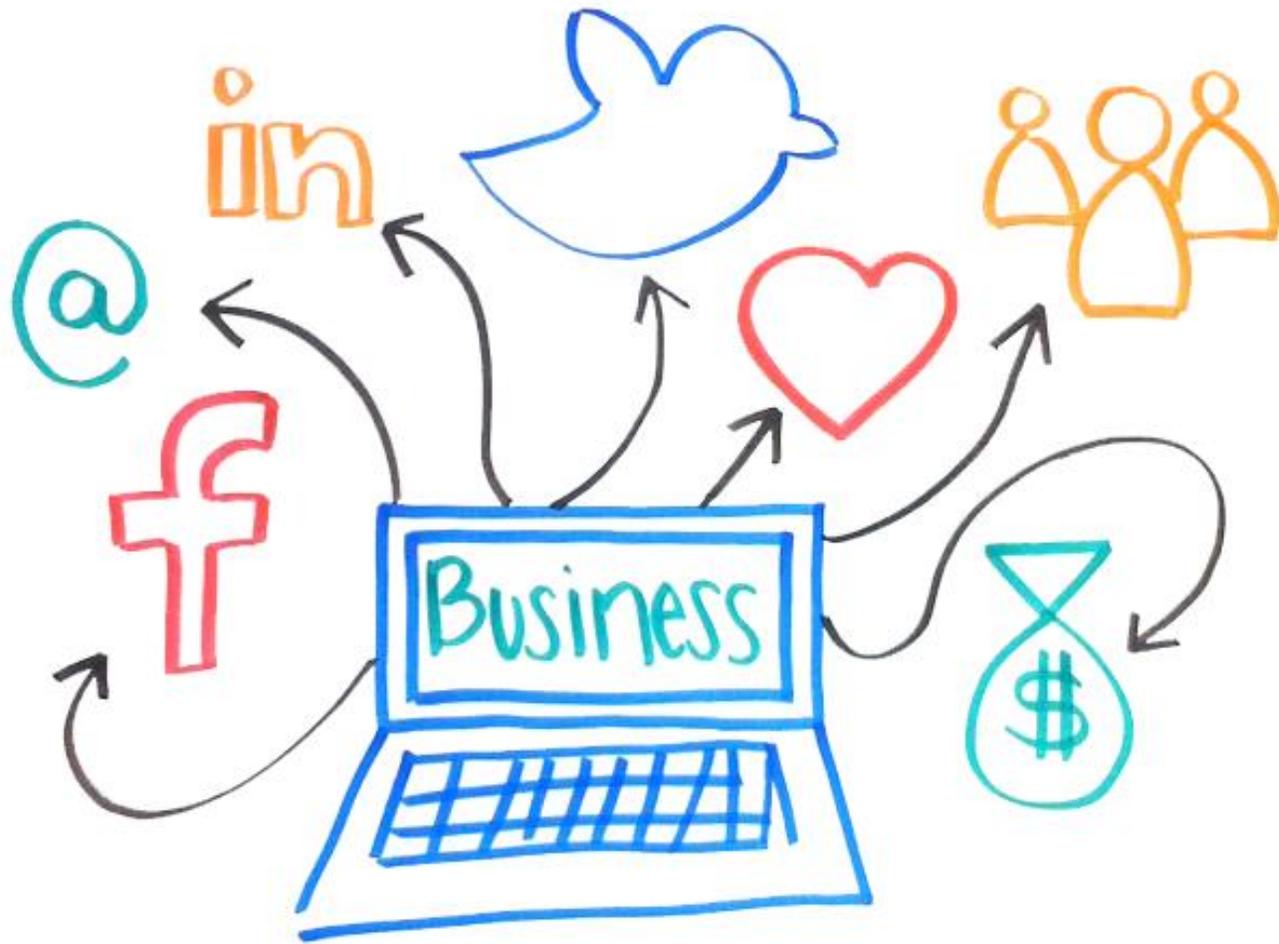




BUSINESS AND SOCIAL MEDIA

SOCIAL MEDIA FOR BUSINESS





LET'S GET
INTO IT

WHAT TO LOOK FORWARD TO?

Use social media to market your business and connect with your customers.

Learn about the different types and the pros and cons of using social media.

SOCIAL MEDIA- WHAT IS IT?



ABOUT SOCIAL MEDIA

Social media is online communication that allows you to interact with your customers and share information in real time. You can use social media to:

reach your customers better

create online networks

sell and promote your products and services.

However, there is risk in using social media for your business. Tread carefully and learn both the pros and cons before you start.

BENEFITS OF SOCIAL MEDIA FOR BUSINESS



Social media can help you engage with your customers and find out what people are saying about your business.



You can also use social media for advertising, promotional giveaways and mobile applications.

SOCIAL MEDIA CAN HELP YOUR BUSINESS TO:

Attract	attract customers, get customer feedback and build customer loyalty
Increase	increase your market reach, including international markets
Do market	do market research and reduce marketing costs
Increase	increase revenue by building customer networks and advertising
Develop	develop your brand
Exchange	exchange ideas to improve the way you do business
Recruit	recruit skilled staff, for example through job networking sites like LinkedIn
Increase	increase traffic to your website and improve its search engine ranking
Keep	keep an eye on your competitors.

DISADVANTAGES OF SOCIAL MEDIA

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- Social media may not suit every business. If you launch your social media presence without planning, you could end up wasting valuable time and money.

DISADVANTAGES OF SOCIAL MEDIA INCLUDE:

- needing additional resources to manage your online presence
- social media is immediate and needs active daily monitoring
- you may get unwanted or inappropriate behavior on your social media site
- the risk of getting negative feedback, information leaks or hacking
- the risk of having false or misleading claims made on your social media (by your business or a customer). These claims can be subject to consumer law. For example, if a customer or fan posts misleading or deceptive information, particularly about competitor products or services, you might receive a fine.

To avoid the risks, have a social media strategy with policies and procedures in place before you start.

TYPES OF SOCIAL MEDIA



Not all social media platforms will be right for your business.



Save time and effort by choosing social media platforms that your target audience will use.



Below is a brief guide to help you understand some of the options available.

SOCIAL NETWORKING SITES

Social networking sites allow you to create your own profile or page, network with others and share information (including promotions, images and video).

Creating a business profile can help you to attract followers, get new customers and develop your brand. Examples of social networking sites include Facebook- external site, Pinterest- external site and Instagram- external site.

JOB NETWORKING SITES

You can use job networking sites to build a professional business profile and connect with networks of skilled people for recruitment and development.



An example is LinkedIn- external site.

BLOGS



Blogs are online journals of thoughts, observations, promotions, links, images and videos. Blogs are typically public. They allow readers to comment on posts and interact with you. You can host them in-house or through a blogging platform that provides the software and website hosting.



Some examples of free blogging tools include Blogger- external site and WordPress

MICRO-BLOG

Micro-blogs can send short messages to a network of followers. They can be useful if your business has a lot of information to share.

Examples include Twitter- external site and Tumblr- external site.

VIDEO SHARING SITES

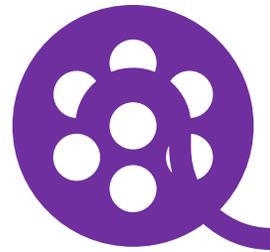
Video sharing sites let you upload and share your videos. Users can then comment on and share your videos with others.

Examples include YouTube- external site and Vimeo- external site

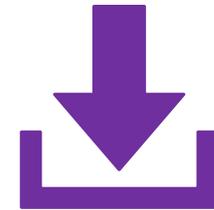
PODCASTS AND VODCASTS



Podcasts are audio files with blog-style or lecture-style content.



Vodcasts are podcasts in video format.



You can either have them available for download, streaming or live stream.

SOCIAL-NEWS COMMUNITIES

Social-news communities are websites where members share interesting news or links to others in the community. It's not recommended to use social-news communities to sell your products and services.

Examples include Digg- external site, StumbleUpon- external site or Reddit- external site.

PRIVATE SOCIAL NETWORK SERVICES



Private social network services allow you to share information in your private network.



They are useful for businesses that want to develop a secure organization-only network to share knowledge.



An example is Yammer- external site.

LOCATION-BASED SERVICES

Location-based services helps you connect and interact with other people and businesses in your area.

Foursquare- external site is an example that also enables you to recommend or rate businesses in that area.

CREATE YOUR SOCIAL MEDIA STRATEGY

Doing the groundwork before you start is critical to a successful social media presence. Develop your social media strategy to:

- create compelling content
- engage with your customers at the right time
- generate sales.
- A social media strategy describes how your business will use social media to achieve its communications aims. It also outlines the social platforms and tools you'll use to achieve this.

Follow your strategy and don't overwhelm your customers with unnecessary posts. Remain focused on reaching your specific goals and tailor your messages around these.



LET'S LOOK AT
THIS VIDEO

- <https://youtu.be/FSTY5fU9YA4>

