



# **Using Social Media for Awareness**

## **12 Questions About Social Media for Business**

**Anita Campbell**

# Anita Campbell



Hi!

## Anita Campbell

- **Founder, Small Business Trends**
  - **SmallBizTrends.com**
  - **Community touching 350,000+ monthly**
- **Owns BizSugar.com social site**
- **@Smallbiztrends on Twitter**
- **@BizSugar on Twitter**



# Today's Agenda

- 1 "big picture" issue
- 11 specific tip sets
- Your questions
- Your experiences



**1**

**Why use social  
media?**



# 1. Why Use Social Media?

- To be successful
- From smallest business ... to world famous



# 1. Why Use Social Media?

- Web is becoming social
- SEO depends on social and "trust"
- Networking & connections
- Build communities!

# 1. Why Use Social Media?



- Amplifies your message!



**2**

**Which social  
media should I  
use?**



## 2. Which Social Media?

twitter

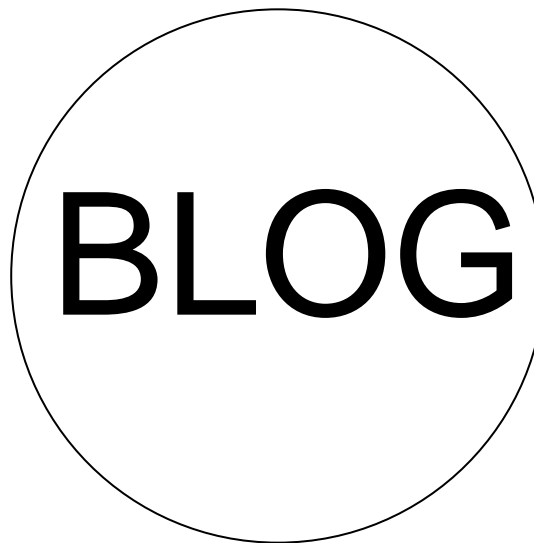


BLOG

facebook

Linkedin


## 2. Which Social Media?





**3**

**How many  
social sites  
should I use?**



### 3. How many social sites should I use?

- Create a social media strategy
- Tie to marketing objectives
- Master ... don't dabble
- My own limit: 4 sites



**4**

**If I have a  
Facebook  
page, do I need  
a blog [or  
website]?**

## 4. Is Facebook a substitute for a blog [website]?



Avoid digital  
sharecropping



**5**

**What kind of  
Twitter account  
should I set  
up?**



## 5. What kind of Twitter account?

- Personal
- Business
- Hybrid
- Multiple accounts
- Anonymous





**6**

**What are your  
top tips for  
growing a  
Twitter  
following?**



## 6. Grow Twitter following?

- Follow generously
- Tweet interesting stuff
- Tweet minimum 8 x day
- Compose "sound bites" with keywords
- Leave retweeting room
- Respond!



**7**

**How do you  
grow a  
Facebook Page  
fan base?**




## 7. Grow Facebook page?

- Visit others' profiles/pages
- Join groups
- "Tag" people
- Share visual & fun items
- Advertise



**8**

**What is  
LinkedIn good  
for?**



## 8. LinkedIn good for?

- Networking
- Hiring/job hunting
- Optimize for keywords
- Publicize events (groups)
- Expert status (Answers)

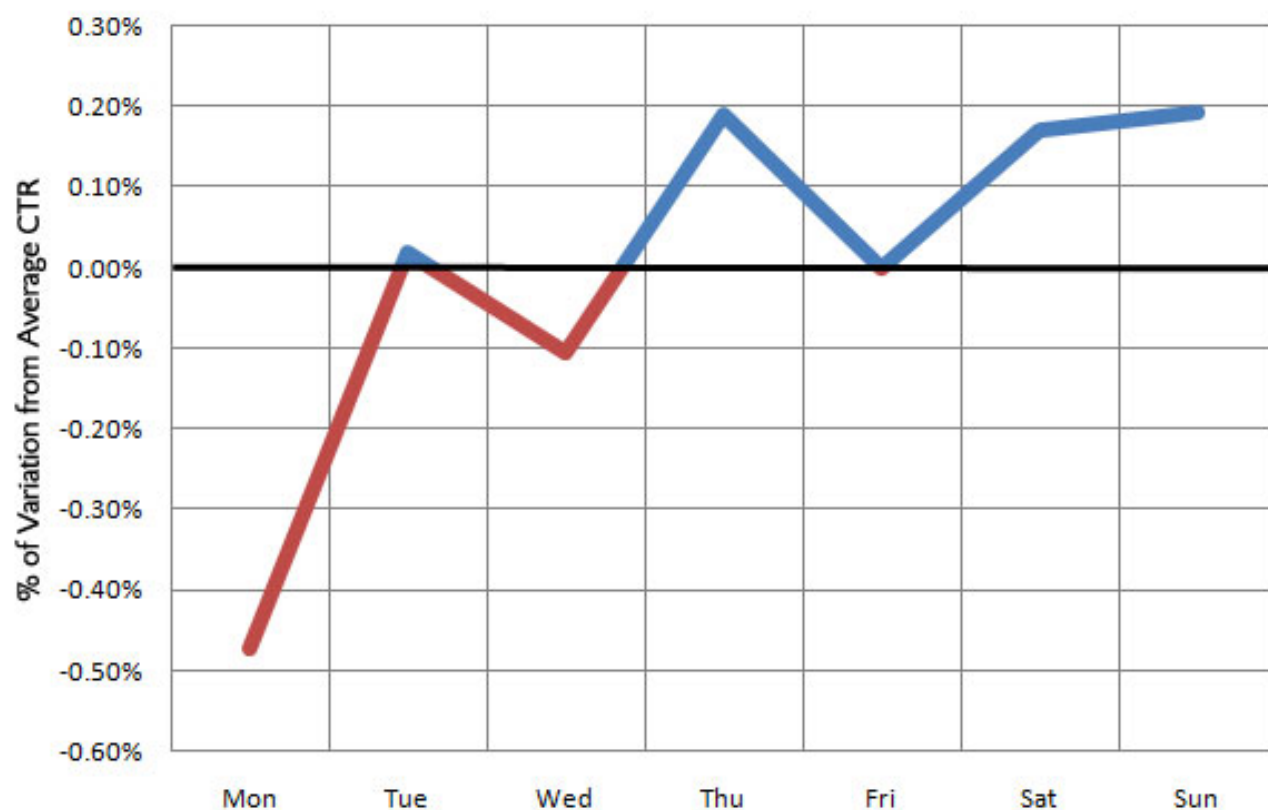


**9**

**Are certain  
days/times  
better for  
Twitter?**

# 9. Days better for Twitter?

## Effect of **Week Day** on CTR





# 9. Times better for Twitter?

Effect of **Hour of Day** on CTR





# **10**    How do I find time for social media?



## 10. Find social media time?

- Start with "end in mind"
- Use automation
- Schedule in advance
- Team up internally
- Cross pollinize
- Repurpose



**11**

**Do I need a  
social media  
policy?**

# 11. Need social media policy?





# 11. Need social media policy?

- Employees need direction
- Decide how you intend to use: biz or personal?
- Remember social search and "half life"
- FTC Guidelines



**12**

**My blog is  
small (<100  
visitors/day). S  
hould I give  
up?**



## 12. Give up on small blog ?

- Quality of conversation, not numbers
- Think of it as megaphone
- Reach/impact 100 x greater than it seems





**Which social media  
has worked for you?**

# Thank you!

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