

WHY GO SOCIAL?

Small businesses can benefit greatly from the right social media presence!



THE SOCIAL MEDIA PUZZLE

Which pieces are right for you?



FACEBOOK (FREE TO SET UP)

Users can create a page and share photos, status updates, YouTube videos, & life events.

Great For:

- Reputation management
- Engaging with current customers
- Sharing news about your business
- Promoting events/products
- Attracting new customers



LINKEDIN (FREE TO SET UP)

A gathering place for like-minded professionals to discuss trends, search job boards, & network.

Great For:

- Professional networking
- Reputation management
- Creating job posts & hiring staff
- Sharing ideas with people in your industry
- Promoting your business
- Lead generation

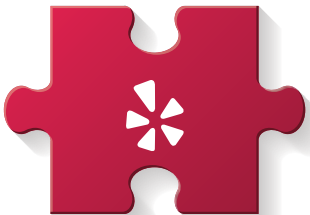


X (FREE TO SET UP)

Allows users to send 280 character updates. The fastest way to engage with customers in real time.

Great For:

- Sharing the latest business/industry news
- Attracting new customers
- Interacting with current customers
- Promotion/specials



YELP (FREE TO SET UP)

Technically not a social media site, but instead a business review platform.

Great For:

- Helps business profiles rank high in search results
- Beauty, fitness & other local services
- Food, drink, arts & entertainment businesses
- Reputation management



INSTAGRAM (FREE TO SET UP)

A mobile photo sharing app which lets users share on Twitter, Facebook, Tumblr & Flickr.

Great For:

- Sharing pictures
- Restaurants & retail businesses
- Providing “behind-the-scenes” insights
- Sharing short video clips
- Broadcasting company culture



PINTEREST (FREE TO SET UP)

Technically not a social media site, but instead a business review platform.

Great For:

- Helps business profiles rank high in search results
- Beauty, fitness & other local services
- Food, drink, arts & entertainment businesses
- Reputation management

FREE POSTING TOOLS

The following free online tools allow users to create & schedule posts for various social media platforms and provide marketing ideas & insights:

