

BENNETT BUSINESS CONNECTIONS

# Social Media How-To

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## Social Media How To

This is a how-to to create a LinkedIn, Twitter and Facebook business accounts. These instructions will get your started using social media. For more detailed information on each network I have included links to recommended reading. Social media can be used as a tool in your overall marketing plan. There are several excellent books on social media for marketing including:

*Unmarketing* by Scott Stratten

<http://www.chapters.indigo.ca/books/UnMarketing-Stop-Marketing-Start-Engaging-Scott-Stratten/9780470617878-item.html?ikwid=unmarketing&ikwsec=Books>

*Crush It* by Gary Vaynerchuk

<http://www.chapters.indigo.ca/books/Crush-Why-Now-Time-Cash-Gary-Vaynerchuk/9780061914171-item.html?ikwid=crush+it&ikwsec=Home>

*The Social Media Marketing Book* by Dan Zarrella

<http://www.chapters.indigo.ca/books/The-Social-Media-Marketing-Book-Dan-Zarrella/9780596806606-item.html?ikwid=the+social+media+marketing&ikwsec=Books>

## The Rules of Social Media Engagement

Commit to it! Do not start, stop, and start again. Consistency builds trust and relationships.

Interact and engage with followers, fans, and connections.

Be authentic, be honest, be yourself.

The more you put into it, the more you will get out of it.

Use a picture of yourself that is good quality and current.

Do not sell. Social Media is not about selling whatever product or service you provide. Promote offer, help, support, and advise but do not outright sell.

Do not feed all the networks with the same message. ie Hashtags look silly in Facebook posts.

Unless your passion/business is about religion or politics avoid these and other hot button topics.

Do not post anything online you would not like your family to see on a billboard.

## Twitter

### Quick Facts & Tips

- Business to Everyone
- 140 Characters per tweet
- Real-time communication
- 200 million users as of 2011

### Quick Tips

- Give your audience what they want. People follow your account for a reason, give them what they want. I.e., helpful advice, recipes, links to interesting articles, blogs, etc.
- React to Tweets. Engage with other people
- Interact, socialize, and promote but **DO NOT SELL**
- Thank your **followers** for **following** you
- Keep tweets , links and information appropriate for your audience

### How to setup Twitter

Go to [Twitter.com](https://twitter.com)



**Follow your interests**  
Instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world.

New to Twitter? Join today!

Full name

Email

Password

Sign up

In the **New to Twitter** enter your full name, email and password.

Once you have an account we can now personalize it for you and your business.

Go to the Profile page to edit your profile. Your profile page can be found under **Your Settings**.

## Your Twitter page

The screenshot shows the Twitter profile settings page for 'bennettbusiness'. The page is titled 'bennettbusiness's settings' and has tabs for Account, Password, Mobile, Notifications, Profile (selected), Design, and Applications. The Profile tab is active, showing fields for Picture, Name, Location, Web, Bio, and Facebook. The Name field contains 'Sharon Bennett'. The Location field contains 'Guelph, Ontario, Canada'. The Web field contains 'http://bennettbusinessconnections.c'. The Bio field contains 'Geek Mom, raising a geek and a writer. Small Biz IT Consultant in Guelph. MCSE, MS-SBS, Author of Keep IT Simple-A Small Biz Guide to IT http://bit.ly/vJfHyt.'. The Facebook field has a button 'Post your Tweets to Facebook'. A 'Save' button is at the bottom. On the right, there is a 'Profile' section with a description and a 'Tips' section with advice on profile information.

A current high quality picture should be added. If a picture is not associated with your profile, people will not follow you.

Your name (aka your twitter handle) should be descriptive and mean something about you or your business.

The more information you provide in the **Bio** section the better the chances of being discovered. Add a clickable link in the bio field. Use this link to point to your blog, Facebook page, etc.

### Facebook Tie-In Option

You can tie your tweets to Facebook and LinkedIn if you wish.

To change the Twitter background page click the Design tab and follow the instructions. Custom backgrounds can be used. Google Twitter backgrounds for instructions on how to do this. Choose a background that compliments your Twitter page. In the Bryan Adams example below the dark background makes this information difficult to read.

## Navigating Your Twitter Page

Timeline: Tweets of people you follow.

The image shows a screenshot of a Twitter profile page with several annotations. On the left side, there is a 'What's happening?' text box with a downward arrow pointing to it, labeled 'What's happening: Your 140 character tweet'. Below this, there is a 'Timeline' tab selected, with a downward arrow pointing to the first tweet, labeled '@yourhandle: tweets specifically mentioning you'. On the right side, there is a 'Your stats' section with a downward arrow pointing to it, labeled 'Your stats: Details about your account'. The stats section shows 'Your Tweets 4,127', 'Following 1,278', and 'Followers 952'. Below the stats, there is a 'Who to follow' section with several user profiles listed, including KenPCohen, charliesheen, oshawacity, and others. At the bottom of the right side, there is a 'Trends' section with various hashtags and names listed.

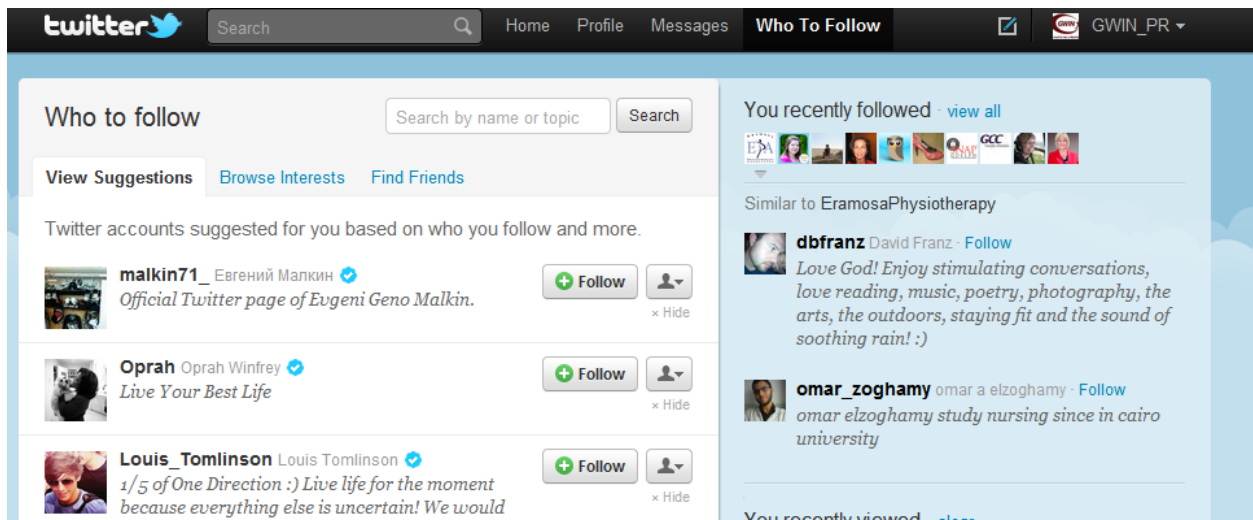
When the account you are now following posts a tweet the tweet will be in your timeline.

When you tweet, enter your tweet in the What's Happening dialog box. This tweet is public!

## I have a Twitter account, now what?

This is where the fun begins.

You can now start “**following**” friends, businesses etc. You can **View Suggestions** (these suggestions are based on accounts you currently follow and your bio), **Browse Interests**, or **Find Friends** using your other connections. You can also search keywords related to your business interests to discover new people to follow.

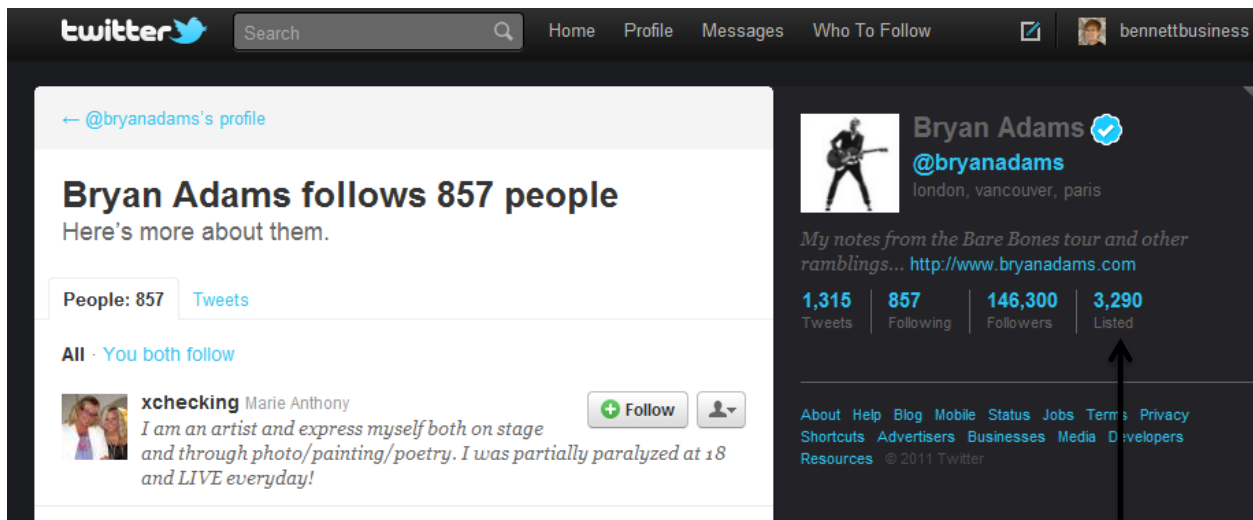


Once you have found a twitter account of interest just click the **Follow** button.

## Finding new people through other Twitter accounts

You can discover new people to follow by seeing who other accounts follow.

In the example below you could browse Bryan Adams **@bryanadams** followers or see who he is following. You can also see what “**lists**” Bryan Adams has been added to. You will also see the number of people he follows, how many followers he has, the number of times he has tweeted and his most recent tweets.



Listed: Number of times the account has been included in a list.

A list is used to help organize your Twitter accounts; these lists can be public or private. You can follow entire lists.

# Navigating Others Twitter Pages

Information about the account.

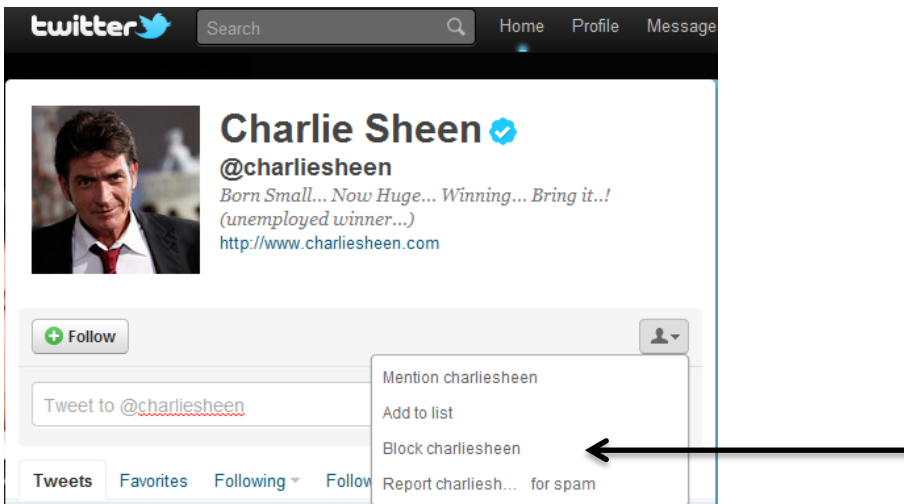
The image shows a screenshot of a Twitter profile page for Leanne Ballard (@momstownGuelph). The page is divided into two main sections: a left sidebar with a 'What's happening?' text input and a 'Timeline' of tweets, and a right-hand profile card. The profile card includes the user's name, handle, location, bio, and statistics (1,455 Tweets, 1,433 Following, 1,289 Followers, 59 Listed). Below the statistics are icons for 'Following', 'Direct Message', and 'Profile'. Two black arrows point to these icons: one to the 'Following' icon and one to the 'Direct Message' icon. The timeline on the left shows tweets from various users, including MayoClinic, momstownca, momstownKW, and momstownGuelph.

Indicates you are following the account.

Button to send a direct message (private message).

Please note anyone can follow you and you can follow anyone. Followers do not have to be authorized to follow you. You can block specific accounts from following you. This is done manually by selecting block in the followers information window.

You may wish to block accounts that don't well on your business or your values.



## Twitter Terminology

# - hashtag – descriptive word describing the tweet. Ex: #Guelph #GWIN.

@ - handle – account name. Add @ before the twitter username to tag the account. Ex: @CBCNews or , @bennettbusiness. When you add the handle the account you tagged is displayed in their “mentions” feed.

Follower – accounts following you

Following – accounts you follow

Listed – the number of times you have been added to others public lists

Tweet – posting a Twitter message

DM – Direct message, account must be following you to send a direct message

Lists – a mechanism to group like accounts together. Lists can be either public (everyone can see and follow the list) or private (the list can only be seen by you)

This will get you started on Twitter but in no means is it a comprehensive guide.

For more information:

Twitter Basics: <https://support.twitter.com/groups/31-twitter-basics>

Tweetstock Guide to Twitter – Kevin A. McGee

<http://www.kevinamagee.com/>

# Facebook

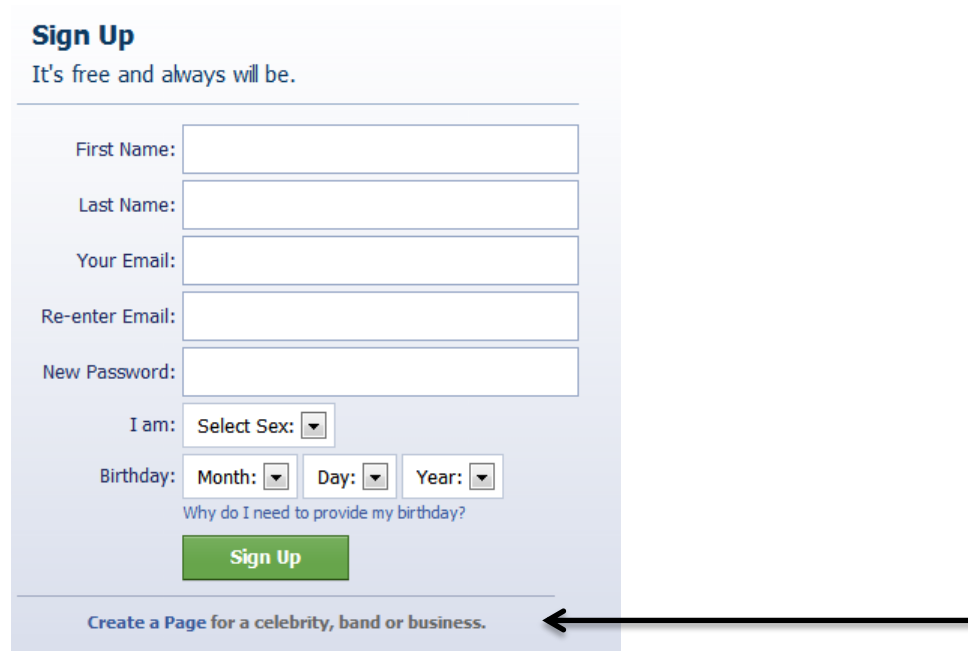
## Quick Facts

- Fan/Business Pages – need a personal page to create a business page
- Promote with ads
- 800 Million users on FB
- Business to everyone

## How to Setup a Facebook Business Page

You must have a personal page in order to create a Fan/Business Page

On the main Facebook.com page, click the Create a Page for a celebrity, band, or business. The link is at the bottom of the page.



**Sign Up**  
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Birthday:     
Why do I need to provide my birthday?

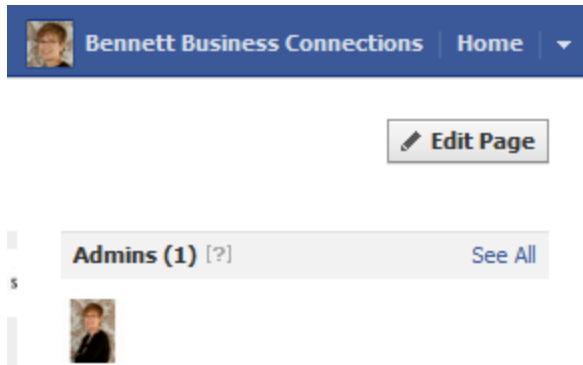
[Create a Page for a celebrity, band or business.](#) ←

You will then to select the type of page that best meets your business type.

Enter data in the required fields. Your basic page will now be created.

## Editing Your Page

Once your basic page has been created you can enhance it by editing the page. Depending on where you are in the setup process you may be presented with the option. Otherwise click on the Edit Page button on the right of the screen.



The areas to focus on are:

- Your Settings – Posting and email preferences
- Manage Permissions – Age, location permissions
- Basic Information – Company name, location, hours, description etc.
  - Add keywords in your description
- Profile Picture – Add a current, high quality image or logo

### **Cover Image**

You are not limited to the small profile pic as in the personal Facebook page.

Dimensions for the large cover image is 851 x 315 pixels.

Dimensions for the profile picture is 180 x 180 pixels

### **Cover Image Guidelines**

Cover pages are public and must be “G” rated.

Cannot include pricing, promotions or discounts.

Cover pages cannot contain a business address, email or urls.

Cannot include any call to action.

**Bennett Business Connections** View Page

Category: Local Businesses & Places Professional Services [?]

Community Page: Pick a topic [?]

Username: Create a username for this page? Learn more.

Name: Bennett Business Connections

Address: Address

City/Town: Guelph, ON

Postal Code:

Note: If you add a valid address, users will be able to see and check in to your page using Facebook Places. It may take a few hours for our system to process the address.

Hours: + Add Hours or No hours available

About: Your Small Business IT Specialist in Guelph, Ontario

Description: Bennett Business Connections is a registered Microsoft Partner and I am certified Microsoft Small Business Specialist™.  
Bennett Business Connections understands as a small business owner your focus is on growing your business. You could be filling a number of roles and

Price Range: Unspecified

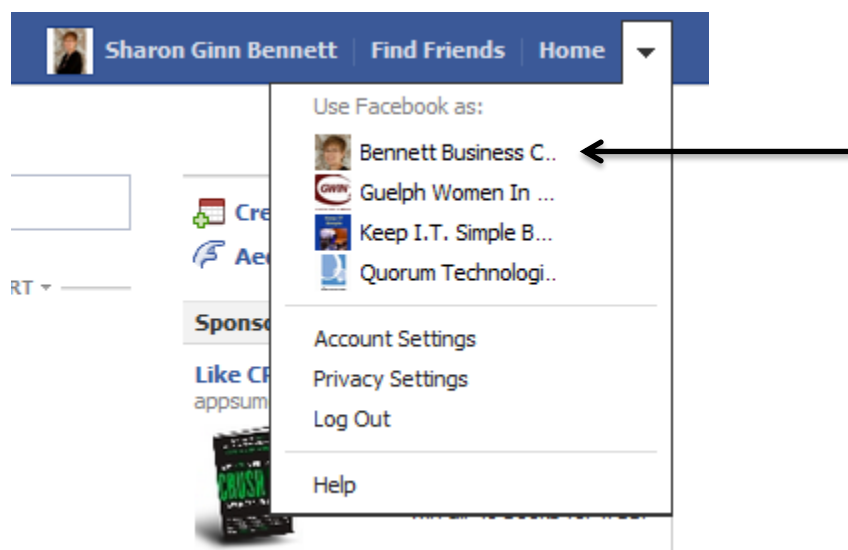
Parking:  Street  Parking Lot

## I have a Facebook page, now what?

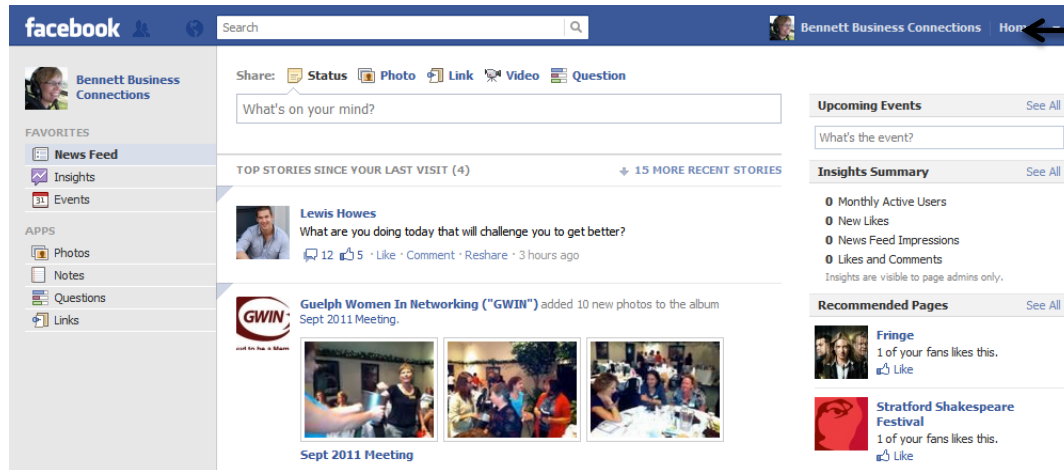
Once you have your page created start liking other companies as your business page.

Please note, you will need to **Switch** between your personal page and business page to Like other pages as your business page.

To switch between personal and business pages click on Home, then use **Facebook as Page** then click the **Switch** button of the business page you wish to use.



To confirm you are working within the correct page the business check the name of the business page and not your personal page. Tip: I try to use different profile pics for my personal page and business page. It makes it easier to keep track of which profile you are currently in.



## Additional Info

Facebook Business Page Help <https://www.facebook.com/help/?page=721>

## Ways to Enhance & Promote your Facebook Business Page

- Create a personal greeting
- Include your Facebook information on email signatures and other correspondence
- Create or join Facebook groups which you have interests in
- Post Articles and Video on your wall
- Engage with others
- “Like” other pages as your business page
- Invite and encourage others to “Like” your page
  - To have a Facebook vanity url such as <http://facebook.com/bennettbusiness>, you must have 25 Likes

# LinkedIn

## Quick Facts

- Business to Business
- Subscribe and participate in group discussions
- As of March 2011 LinkedIn had 120 million registered users

## How to create a LinkedIn account

As with everything else, create an account at LinkedIn.com

LinkedIn ® Already on LinkedIn? [Sign in](#)

**!** Hmmm... looks like you already have a LinkedIn account. [Sign in now.](#)

To join LinkedIn, sign up below ... it's free!

First Name:

Last Name:

Email:

New Password:   
6 or more characters

[Join LinkedIn](#) \*

Already on LinkedIn? [Sign in](#)

**LinkedIn helps you...**

- ✦ Establish your professional profile online
- ✦ Stay in touch with colleagues and friends
- ✦ Find experts, ideas and opportunities

Once the account has been created you can start adding information about yourself and your company into your profile. The more information you add the more likely your profile will come up during searches.

As always use a current, high quality picture of yourself.

Hint: Using the same picture on all your social media sites helps other recognize you.

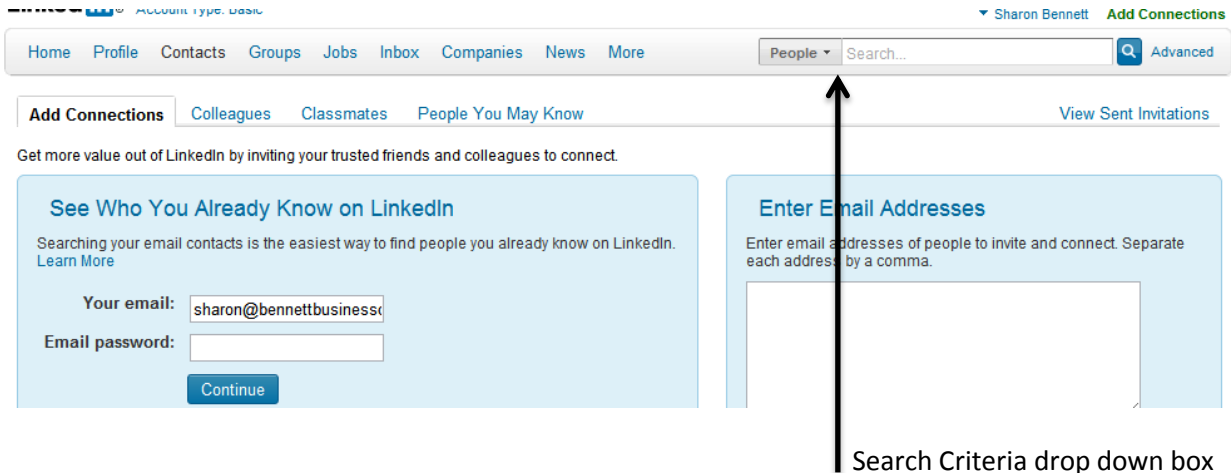
To improve search results you need to add keywords describing your business in 5 profile areas.

- Professional Headline
- Summary
- Current Experience
- Past Experience
- Specialities

## I have a LinkedIn account, now what?

Like the other social media methods, you need to start adding people to your network.

LinkedIn will offer suggestions based on your profile.



You can also use your email contacts or type the person's name in the **People Search bar**. You can refine your search to companies, jobs etc, by selecting clicking the down arrow and choosing your preferred search criteria. LinkedIn requires that both parties accept the connection before each user can view the others information. When asking people to join your network add a personal message, don't just use the default LinkedIn message. I like to add how I met them or a comment about a conversation we had.

You can then post updates to your LinkedIn profile by entering your update in the **Share An Update** Dialog box. This information is open to the public.

You can also contact other LinkedIn members using the built in mail application.

## Your LinkedIn Page

Enter your update here. This is a public post.

Suggestions for connections.

The screenshot shows a LinkedIn profile page with several key sections. At the top left is a 'Share an update' box with an 'Attach a link' button and a 'Share' button. Below this is a 'LinkedIn Today' section with three article thumbnails: 'HTC investigating security flaw uncovered by blogger', 'What Facebook Really Wants', and 'PayPal On Barriers To Google Wallet. Mass Adoption Of NFC'. The main feed is titled 'All Updates' and shows three posts: 1) 'Cam Guthrie is now connected to Jason Tyszka' with a 'Send a message' button; 2) 'Alan Cliffe, Social Media, SEO Consultant' via Twitter, sharing a link to an article about Amazon Silk; 3) 'Candice Lepage' via Twitter, sharing a video link. On the right side, there are two sidebars: 'People You May Know' with three suggestions (Barbie Van Allen, Paul Flynn, Doris Bozzelli) and 'Who's Viewed Your Profile?' showing 5 views in the last 15 days and 10 views in search results in the last 7 days. Annotations with arrows point to the update box, the 'People You May Know' sidebar, and the 'Who's Viewed Your Profile?' sidebar.

Current Updates from people you are following.

Who's been viewing your profile.

## Groups

One of the main advantages of LinkedIn, over the other social networks, is the groups feature. You can join or even create a group based on your interests. Groups can be public or private. If you are joining a private group you will need to wait for approval before participating in the group discussions.

Groups will put you in touch with other people with the same passion. Using groups allows the members to participate in discussions related to the group and keeps the discussions in the group.

For more information:

LinkedIn Learning Center <http://learn.linkedin.com/>

*LinkedIn for Dummies* by Joel Elad

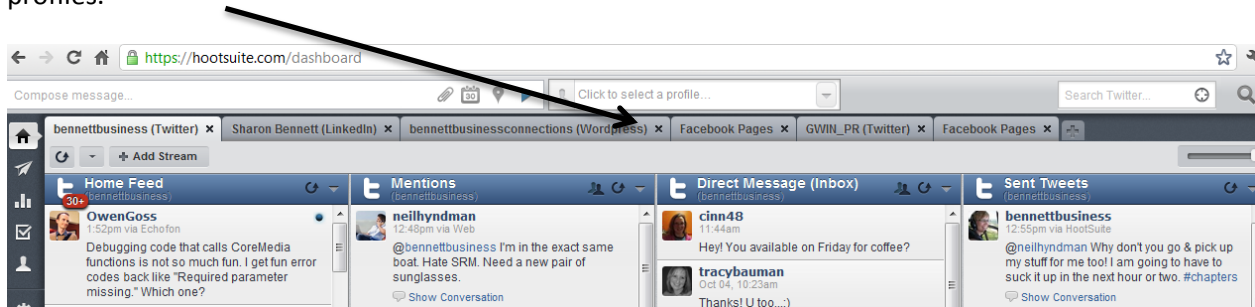
<http://www.chapters.indigo.ca/books/LinkedIn-For-Dummies-Joel-Elad/9780470281352-item.html?ikwid=linkedin&ikwsec=Home>

## Tools to Manage Social Media

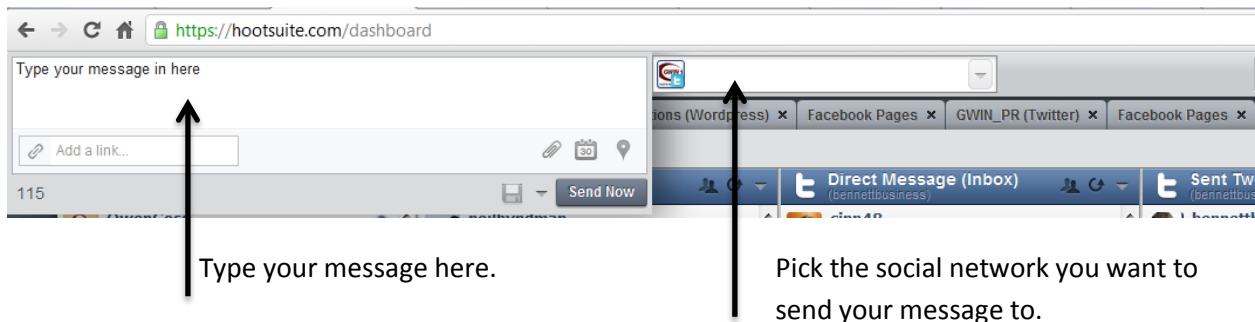
To help you keep on top of social media I recommend a social media dashboard.

Hootsuite (<http://hootsuite.com>) is a website which can be setup for all your streams in one location.

Notice the tabs for each Social Media stream. The free version will allow you to have up to 5 social profiles.



Type your message into the **Compose Message** dialog box and the message will be pushed to the selected networks. Social networks you can push from within Hootsuite are: Wordpress, Tumblr, LinkedIn, Twitter, and Facebook Pages. As mentioned before you shouldn't push the same message to each social media network.



TweetDeck (<https://www.tweetdeck.com/>) is another way to manage your social media streams. The application offers a desktop and a web version.

## Links

Twitter only allows for 140 character therefore adding long links is not feasible. To get around this, URL shorteners are used. Hootsuite has a built-in link shortener. Add the link to the box labelled "Add a link" then click the Shrink button. The Shrink button will not be visible until a link has been added.

If you are working in Twitter.com, the link will be shortened automatically when it is added into the "What's Happening" dialog box.

## **Final Steps**

Before jumping and engaging sit back and watch how people communicate on each network. Watch what other people are doing, what are they doing that you like or don't like, then jump in.

**Most importantly, have fun!!!**