

SMALL
BUSINESS
SOCIAL MEDIA



OUR AGENDA

WHAT IS SOCIAL MEDIA

EXAMPLES

STRATEGY

CREATE ACCOUNTS

What is Social Media?



SOCIAL MEDIA

Communities of people sharing

Followers and Likes

New way to communicate

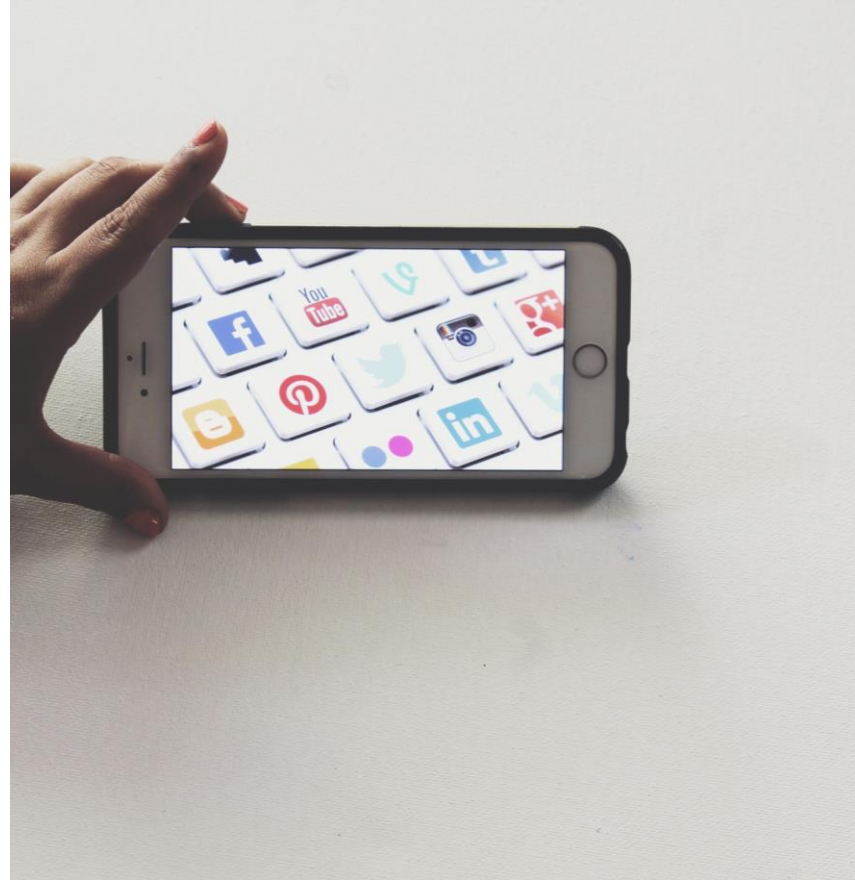


SOCIAL MEDIA

Opportunity to humanize your
business

Raise brand awareness

Increase traffic to website



Examples





FACEBOOK



Community of “friends”

Likes

News Feed

Posts

Groups



TWITTER

Microblogging

Tweets – 140 characters

Hashtags

Retweet



INSTAGRAM

Photo and video sharing

Photo filters

Hashtags

No links



LINKEDIN



Business focused

Profiles

Connections

Groups

Social Media Strategy



SOCIAL MEDIA **STRATEGY**

Find voice

Pick social media networks
where your customers are



SOCIAL MEDIA STRATEGY



Images

Text

Hashtags



SOCIAL MEDIA STRATEGY

Calendar of posts

Post regularly



Create Accounts





CREATE **ACCOUNTS**



Logo

Description

Specific configurations

Conclusions





BENEFITS of **SOCIAL MEDIA**

- 1** New communication way
 - 2** Increase brand awareness
 - 3** Humanize company
 - 4** Drive traffic to website
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