

## Asian Pacific Islander Small Business Program

# Social Media Workshop

## Workshop Dates Here

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## Contents

Workshop Agenda and Homework.....	3
IMPORTANT ACCOUNT INFORMATION .....	5
Objective Sheet.....	6
What is Social Media Marketing?.....	7
What Social Media Tools Should I Use? .....	7
Facebook .....	7
How to Create a Facebook Business Account .....	7
How to Buy an Advertisement on Facebook.....	7
Twitter .....	7
How to Create a Twitter Account.....	7
Yelp.....	7
Adding Your Business to Yelp .....	7
Creating Content for Social Media Marketing .....	7
Examples of Good Content .....	7
Maintaining Your Social Network.....	7

## Workshop Agenda and Homework

### SESSION I

- I. **Introductions and overview of the workshop**
- II. **Web and Browser Basics**
  - The basics that beginners need to know to navigate
  - Using the address bar
  - Anatomy of a web address
- III. **The Anatomy of a Web Page**
  - Domain Names
  - Choosing a URL Name
  - Basic search of registered domain names (e.g. GoDaddy.com)
- IV. **Gmail sign-up**
- V. **Introduction to Weebly**
  - Working with Elements
  - Using the Text Editor
  - Creating Links
  - Managing Pages
  - Choosing a Design
  - Site Settings
  - Publishing Your Site
  - Registering a Domain with Weebly
  - Uploading a Header Image
- VI. **Using images**
  - How to upload images

### LUNCH (1/2 hr)

- VII. **Overview of Google Analytics**
- VIII. **PayPal sign-up**

### HOMEWORK

Please complete the following homework before the next class meeting:

A.

## **B. SESSION II**

### **I. Google Analytics**

- Review
- Installing Analytics code in pages

### **II. PayPal.com**

- Using PayPal to accept online payments
- Creating Paypal buttons

**WORKTIME (1 hr)**

**LUNCH**

### **III. Marketing Ideas for your website**

### **IV. Search Engine Optimization (SEO)**

- Submitting your site to search engines
- DMOZ

**WORKTIME (45 mins to 1 hr)**

### **V. Class presentations (3-4 volunteers)**



## IMPORTANT ACCOUNT INFORMATION

\*\*\*\*\*DO NOT SHARE THIS INFORMATION WITH ANYONE\*\*\*\*\*

### My Facebook Page Account

USER NAME (e-mail) \_\_\_\_\_

PASSWORD \_\_\_\_\_

### My Twitter Account

USER NAME \_\_\_\_\_

PASSWORD \_\_\_\_\_

### My Yelp Account

USER NAME \_\_\_\_\_

PASSWORD \_\_\_\_\_

## **Objective Sheet**

---

Please write three objectives you would like to learn more about in this class:

1.

2.

3.

## What is Social Media Marketing?

### What is social media?

Social media is any media or platform used for social interaction; usually they are free, easy to use, and involve users publishing their own content. Examples of this new media technology include Facebook, Twitter, and YouTube. Millions of people worldwide use social media to stay in contact with friends, families, and employers – but recently, businesses large and small have begun to use social media to promote their products.

### What is social media marketing?

Marketing with social media means that you use these online social media tools to build a **social network** (of current customers, potential customers, partners, etc) by posting useful and relevant content - thus allowing you to reach more people and increase business!

Social media is a lot like word-of-mouth. As a business owner, you know that your best customers often refer new customers to your business. Social media makes this process easier and faster. Customers can directly refer their friends and family to your Facebook page or Yelp page. Social media marketing also helps you retain your best customers by rewarding their loyalty with promotions, discussions, and useful information.

Think of social media marketing as one of many tools you would use to keep in touch with your customers. Businesses can contact customers through a variety of means (ads in the newspaper, commercials, newsletters, etc). Social media is a new, powerful way to reach your potential clients.

### Why is social media marketing important?

The majority of people are online, and more and more people are using social media:

#### US Internet Users Who Currently Maintain a Social Networking Site Profile, by Generation, 2007-2009 (% of respondents)

	2007	2008	2009
Millennials (14-26)	71%	76%	77%
Generation X (27-43)	51%	57%	61%
Boomers (44-62)	30%	31%	46%
Matures (63-75)	10%	14%	36%
<b>Total (14-75)</b>	<b>45%</b>	<b>48%</b>	<b>57%</b>

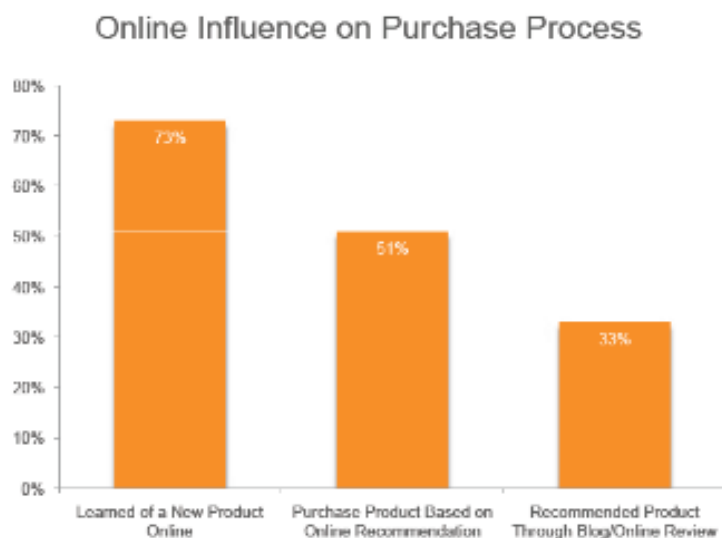
Source: Deloitte, "State of the Media Democracy Fourth Edition: Select U.S. Highlights," provided to eMarketer, December 15, 2009

110110

www.eMarketer.com

Chances are that your customers are using some form of social media. But will targeting customers on social media be worth your time?

Studies have shown that social media marketing is very effective at promoting business. 51% of people purchase products based on an online recommendation.



When your devoted customers join your online social network, they will do the marketing for you by recommending and endorsing your product to their friends and followers. Their friends and family will become potential customers.



## What Social Media Tools Should I Use?

Social media tools are always changing, but current popular tools include:

**Facebook** – A popular social networking site with over 500 million users. You create a Page for your business and individuals can “like” you.

**Twitter** – A microblogging site. Users create accounts and post mini updates (“tweets”) about their life (or their business) in 140 characters or less. Other users can “follow” you.

**LinkedIn** – Professionals create accounts and post about their work history and network with coworkers.

**Yelp** – A review site where users rate restaurants and other businesses. You can post information about your business as well as respond to customer feedback.

**Foursquare** – A location-based social networking tool for mobile phones. Users “check in” when they are at events/places/businesses and are able to connect with others who are in the same place.

**Blogs** – Short for “web log,” a blog is an online journal. Popular choices include Blogger and Wordpress. Individuals can post journal entries about their life (or their business).

**Myspace** – Popular for bands and individuals, this social networking site lets users create their own “space” or page and upload music, photos, and information about themselves.

**YouTube** – A video sharing site where you can upload your own videos (for example, businesses could post commercials, coverage of events, etc).

### How do you choose which social networking tools to use?

Where are your customers? Do they use Facebook? Twitter? Yelp?

What can you manage? Posting a short “tweet” on Twitter doesn't take much time, but managing a blog might be too much work.

### How many tools do I need to use?

Although some businesses use many different types of social media, you don't need to use them all. Start out with one for 1-2 months, see how it is working for you. If it is not working for you, re-evaluate how you are using it and if your customers are using it.

## Facebook

### What is Facebook?

Facebook is an online social network. Users have their own “page” including information about themselves, photos, etc. Millions of people use Facebook, and more and more languages are being supported.

### Tour of a Facebook Page

The image shows a screenshot of the Facebook page for the Asian Pacific Islander Small Business Program (APISBP). Several callout boxes with arrows point to specific parts of the page:

- Company logo:** Points to the APISBP logo in the top left corner.
- Name of company and current status:** Points to the page title "Asian Pacific Islander Small Business Program (APISBP)".
- Basic information that you provide:** Points to the "About" section on the left sidebar.
- List of people who "like" you:** Points to the "2 Friends Like This" link at the bottom of the left sidebar.
- Tabs (you can create your own custom tabs for things like photos, company newsletters, etc):** Points to the "Info", "Photos", and "Discussions" tabs below the page title.
- Posts by you and others:** Points to a post by Joyce Chan in the main content area.

### **Key Facebook Features**

- Having a Facebook page is a lot like having a website - except that it is free and you can more easily network with your customers. It is less customizable than a website, but it is also much easier to set up than a website.
- Add photos of your business, products, newsletters, etc.
- Add business information such as hours, contact information, a link to your website.
- Post updates about sales, promotions, contests.
- Customers can “like” you - this means whenever you post an update, all of your fans receive it!
- Create “events” for your business and invite all of your customers on Facebook
- Put a link on your website so customers can “like” you.
- Buy ads targeted by demographic
- Create polls and surveys to find out more about your customers

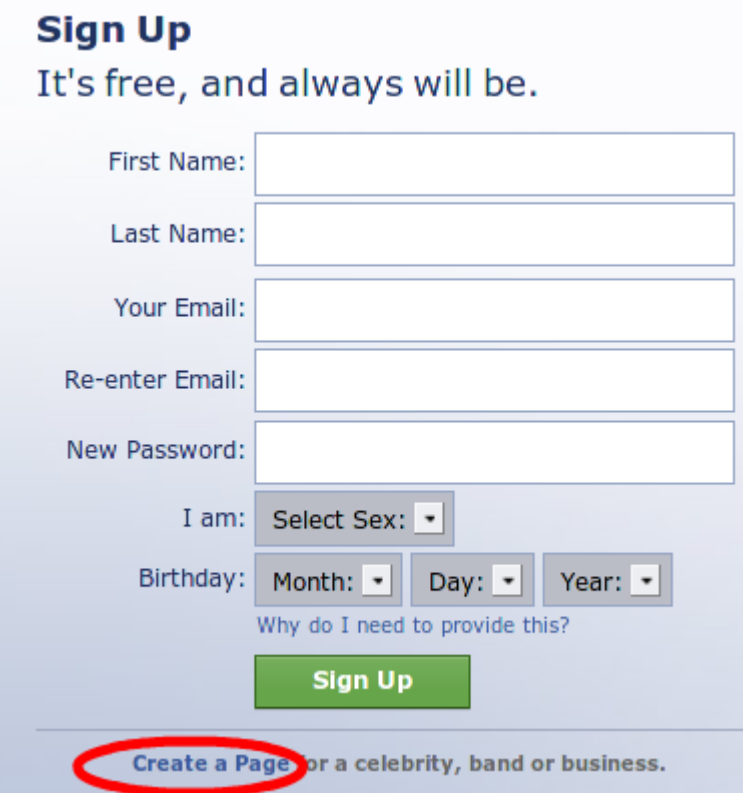
## How to Create a Facebook Business Account

You will need:

Your business name

An e-mail address

1. Facebook has accounts for both individuals and businesses. To create a business account, go to [www.facebook.com](http://www.facebook.com).
2. Next, click on the link that says Create a Page for a Celebrity, Band, or business.



**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 this?

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

3. In the **Official Page** box, fill out the information for your business. Select the type of business, name your page (the name of your business), and check the box affirming that you are the official representative of the business.

**Community Page**

Generate support for your favorite cause or topic by creating a Community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community. [Learn more.](#)

Please note that you will not be able to edit the name of a Page after it has been created.

**Page name:**

(examples: Elect Jane Smith, Recycling)

[Create Community Page](#)

**Official Page**

Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Please note that you will not be able to edit the name of a Page after it has been created.

**Create a Page for a:**

☐ Local business

☐ Brand, product, or organization

☐ Artist, band, or public figure

**Page name:**

(examples: Summer Sky Cafe, Springfield Jazz Trio)

☐ I'm the official representative of this person, business, band or product and have permission to create this Page. [Review the Facebook Terms](#)

[Create Official Page](#)

4. On the next screen, you will be asked to create a Facebook account. If you do not already have a Facebook account, you will need to create a new account with a valid e-mail address. Fill out the information and then click the Sign Up button. You will receive an e-mail confirming your registration.
5. In the e-mail from Facebook, click the link to verify your registration. After verifying, you will be able to edit your business page.
6. Fill out vital information about your business, including hours of operation, contact information, a photo, and more. You can also invite people to "like" you (you may have friends or family on Facebook who could become your first fans!)

**Link Your Page to Your Twitter Account** close

You can now export your Facebook Page updates to Twitter. [Click here](#) to enable this feature.

?

[Edit Page](#)

[Promote with an Ad](#)

[Suggest to Friends](#)

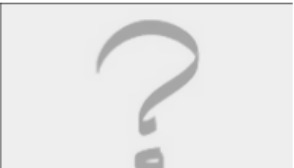
Write something about Test Business One.

**Test Business One** [Like](#)

[Get Started](#) [Wall](#) [Info](#) [+](#)

**Welcome to your new Page. Let's get started!** [?]

**1 Add an Image**



**Upload an Image**

From your computer

7. Now that you can begin creating your business's social network on Facebook!

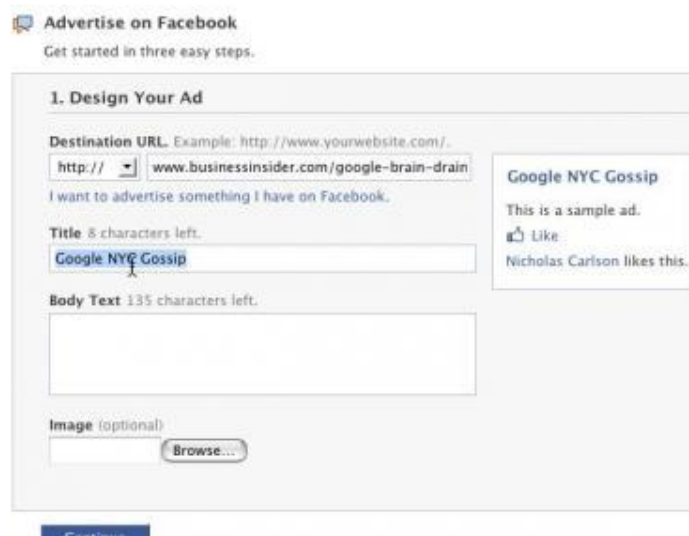
## How to Buy an Advertisement on Facebook

Buying ads on Facebook can be an inexpensive way to reach thousands of potential customers – and the ads can be targeted toward very specific demographics. When you buy a Facebook ad, it appears only for those users who you target. To purchase an ad on Facebook, follow these steps:

1. Go to [www.facebook.com/advertising](http://www.facebook.com/advertising)
2. Click on “Create an Ad.”



3. Enter a web address. When people click on your ad, they will be taken to this web address. This could be a link to your business website or even your business facebook page. Also enter a short, attention-grabbing title.



4. Fill out the body of the ad. Keep it short and descriptive.

5. Next, add an image to your ad. This could be a picture of your product, your company's logo, or some other related and grabbing image.



6. Go over your ad to make sure you have no spelling mistakes.

**1. Design Your Ad**

Destination URL. Example: <http://www.yourwebsite.com/>.  
<http://www.businessinsider.com/google-brain-drain>

I want to advertise something I have on Facebook.

**Title** 8 characters left.  
 Google NYC Gossip

**Body Text** 78 characters left.  
 Get the dirt on your coworkers from The Business Insider.

**Image** (optional)  
 [Browse...]  
 Remove uploaded image.

**Continue**

**Google NYC Gossip**

**The Google Brain Drain**

Get the dirt on your coworkers from The Business Insider.

Like  
 Nicholas Carlson likes this.

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- Fill out the Targeting section. This is where you will target your audience by location, sex, age, keyword, and other options.

**2. Targeting**

**Location:**    
☐ Everywhere   
☐ By State/Province   
☒ By City   
    
☒ Include cities within  miles.

**Age:**  -    
**Birthday:** ☐ Target people on their birthdays   
**Sex:** ☐ Male ☐ Female   
**Keywords:**    
**Education:** ☒ All   
☐ College Grad   
☐ In College   
☐ In High School   
**Workplaces:**

- Next is pricing. You can pay as much as you want for a campaign – the more you pay, the more people will see your ad. You can pay as little as \$1 USD per day to run your ad.

**3. Campaigns and Pricing**

**Account Currency:**    
**Campaign Name:**    
**Daily Budget:** What is the most you want to spend per day? (min 1.00 USD)   
   
   
**Schedule:** when do you want to start running your ad?   
☒ Run my ad continuously starting today   
☐ Run my ad only during specified dates   
☐ Pay for Impressions (CPM)   
☒ Pay for Clicks (CPC)   
**Max Bid (USD):** How much are you willing to pay per click? (min 0.01 USD)   
 Suggested Bid: 0.46 - 0.59 USD   
 Estimate: 65 clicks per day



9. You also need to set your ad to run for a certain amount of time. You can run it for as long or as short a time as you like. Remember that the fee is per day, so the longer you run your ad, the more it will cost you.

**Campaign Name**  
My Ads

**Daily Budget** What is the most you want to spend per day? (min 1.00 USD)  
2.00

**Schedule.** When do you want to start running your ad?

☐ Run my ad continuously starting today

☒ Run my ad only during specified dates

Sep 17 2009 10 am PDT to  
Oct 17 2009 10 am PDT

☒ Pay for Impressions (CPM)

☐ Pay for Clicks (CPC)

**Max Bid (USD).** How much are you willing to pay per 1000 impressions? (min 0.02 USD)  
.24 Suggested Bid: 0.21 - 0.27 USD

Estimate: 8,400 impressions per day

Create

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10. Finally, pay for your ad with a credit card.

**Account Credit Card**

First Name: Nicholas

Last Name: Carlson

Credit Card Number: 0000000000000000

Credit Card Type:   

Expiration Date: 01 2009

CSC Code:  (What's this?)

Billing Address:

Billing Address 2:

City/Town:

State/Province/Region:

Zip/Postal Code:

Country: United States

This information will be saved to your account.  
I have a coupon to redeem.

Place Order

By clicking the "Place Order" button, you agree to the Facebook Advertising Terms and Conditions including the obligation to comply with the Facebook Advertising Guidelines. I understand that failure to comply with the Terms and Conditions in a variety of consequences including the cancellation of my advertisements I have placed and termination of my account.

11. Now your ad is created. Bookmark the ad's web page to keep track of how many people are viewing it, to renew the ad, or to change the target audience.

Google NYC Gossip resume

Ad status: pending review

Daily stats for the week of: Sep 13

Date	Imp.	Clicks	CTR (%)	Avg. CPC (\$)	Avg. CPM (\$)	Spent (\$)
09/17/2009	0	0	0.00	0.00	0.00	0.00
Lifetime	0	0	0.00	0.00	0.00	0.00

**Targeting**

This ad targets users:

- who live in the United States
- who live within 50 miles of Mountain View, CA or New York, NY
- age 18 and older
- who work at Google

**Locations**

This ad will display in the:

Ad Space

## Twitter

### What is Twitter?

Twitter is a microblogging site. Users create accounts and post mini updates (“tweets”) about their life (or their business) in 140 characters or less. Other users can “follow” you, which means that they receive all of your tweets.

### Tour of a Twitter Page

The image shows a screenshot of a Twitter profile page for a user named APISBP. The page is annotated with several callout boxes:

- Business / organization name:** Points to the name "APISBP" in the header.
- Logo or photo:** Points to the profile picture, which is a logo for the Pacific Islander Business Program.
- Basic information:** Points to the bio section, which includes the name "APISBP", location "Los Angeles, CA", and website "http://www.apisbp...".
- Updates you write are published here. Each update is called a "tweet" – note the #hashtags:** Points to a tweet about "Questions about Health Care Tax Credits? Chat live with SBA experts: http://bit.ly/bnbegw #healthcare #tax #smallbiz #sba".
- Your followers and people you follow:** Points to the "Following" section, which shows a grid of user avatars.

The profile page itself displays the following information:

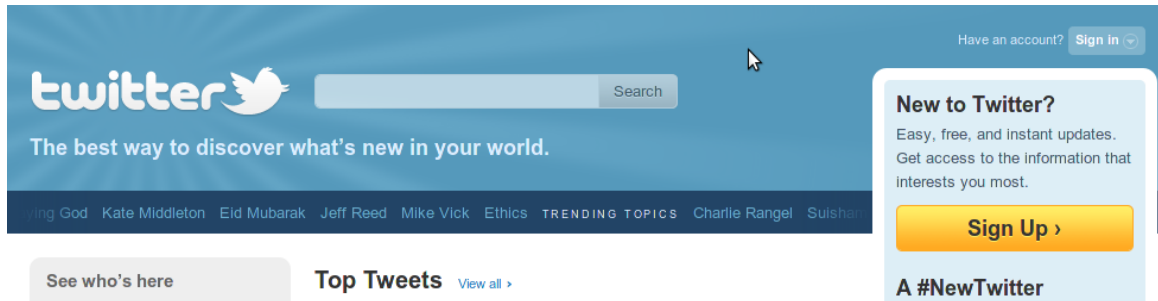
- Name:** APISBP
- Location:** Los Angeles, CA
- Web:** http://www.apisbp...
- Stats:** 151 following, 27 followers, 3 listed.
- Tweets:** 6
- Following:** A grid of 12 user avatars.

### **Key Twitter Features:**

- Anyone can have a Twitter account.
- Customize the look of your account by uploading photos, changing the background.
- Add vital business information such as contact, hours, link to your website.
- Post updates of 140 characters or less. Updates are called “tweets.”
- Customers become your “followers.” Every time you post a tweet/update, your customers will see it.
- Post links (use tools to shorten) to pages on your website, links to images/coupons, etc in your tweet/update.
- For advanced users, use special characters! “@” creates a link to another username. For example, typing “Hello to @johndoe” will create a link to the user johndoe.
- Hash tags allow you to categorize your tweets. For example, you could write, “Thanks to #apisbp to creating an awesome business convention” and then everyone who searches for apisbp will find you.
- Send private messages to other users (reply to customers, get in touch with other businesses) by typing “d” and then your private message.

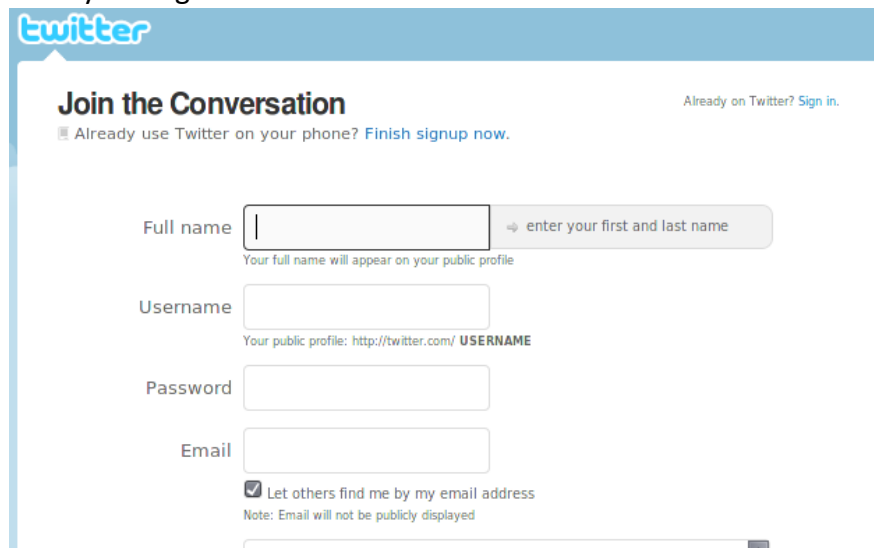
## How to Create a Twitter Account

1. Go to <http://twitter.com> and click on the **Sign Up** button.



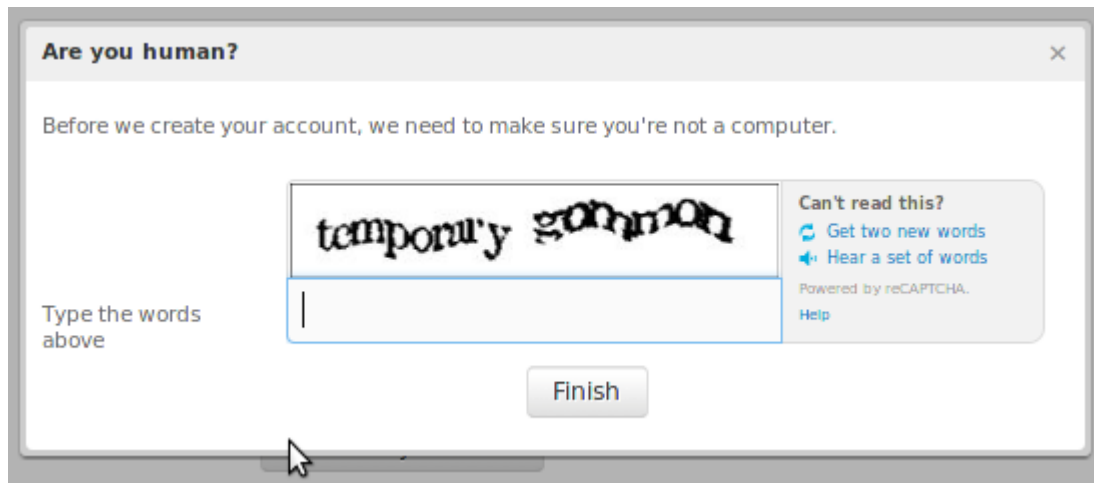
2. Complete the sign up form. You will need to enter your first and last name and then create a twitter account name. This name should probably be the name of your business (note that many account names are taken, you might need to get creative or use an abbreviation).

Also create a password. You should write this password down and keep it somewhere safe in case you forget it.

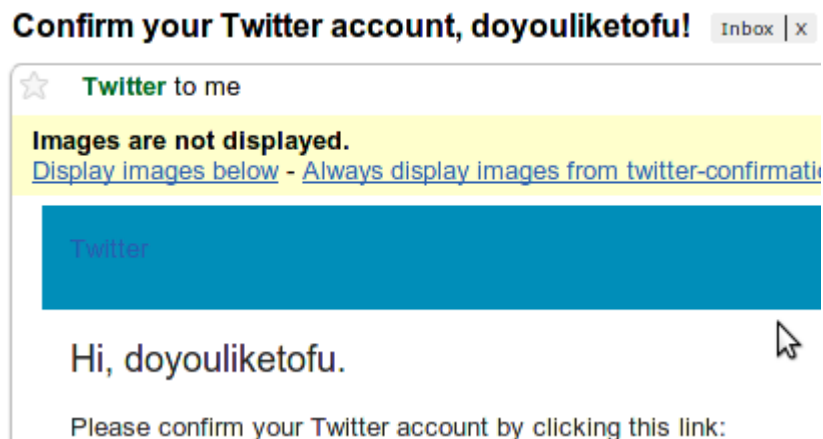


The screenshot shows the Twitter sign-up form titled 'Join the Conversation'. It includes a checkbox for 'Already use Twitter on your phone?' with a link to 'Finish signup now.'. The form fields are: Full name (with a placeholder 'enter your first and last name'), Username (with a placeholder 'Your public profile: http://twitter.com/ USERNAME'), Password, and Email. There is also a checkbox for 'Let others find me by my email address' with a note: 'Note: Email will not be publicly displayed'.

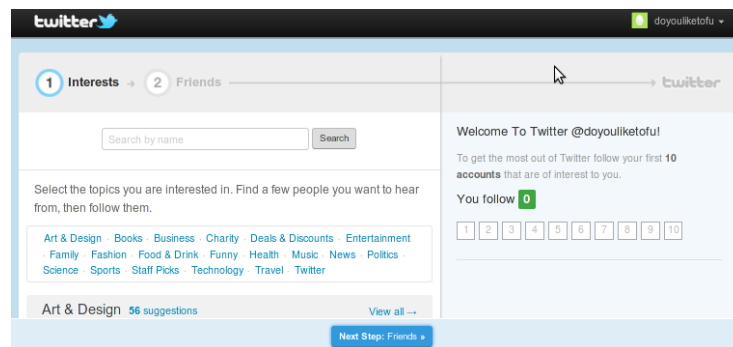
- When you're done, the next step will be to confirm that you are human by reading a code and typing it in. These can be hard to read, so you may make a mistake – don't worry, you get more than one chance.



- You will be sent an e-mail to confirm your new account. Click on the link in the e-mail to confirm your account, then you're ready to begin tweeting.



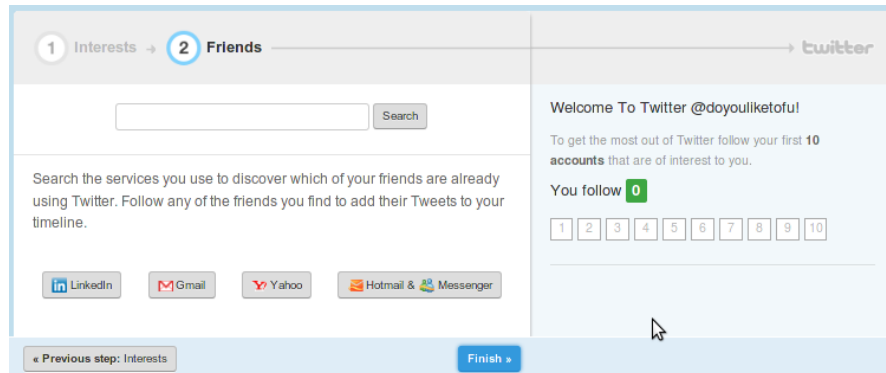
- When you log in for the first time, Twitter will take you through a few steps to find followers. The first step is looking for people with similar interests.



- To follow someone, simply click the green “Follow” button next to their account.

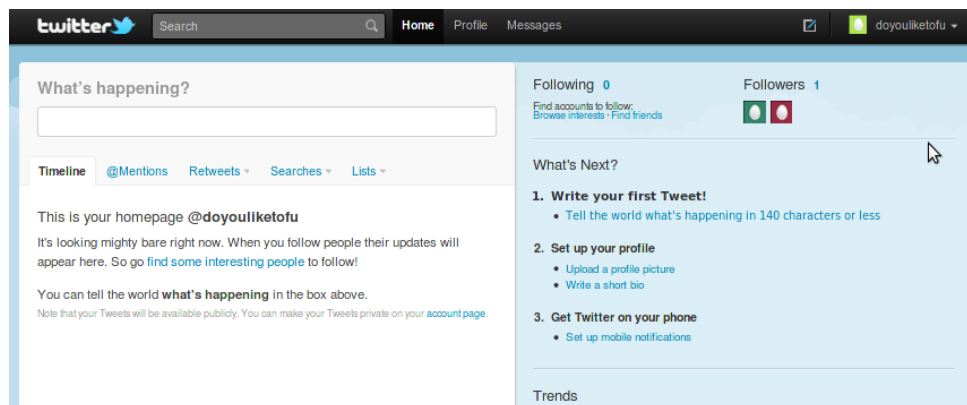


- The next step is to add people you know. You can import business or personal contacts from certain e-mail accounts or from Facebook, LinkedIn, and other social media sites. You can always follow more people later.

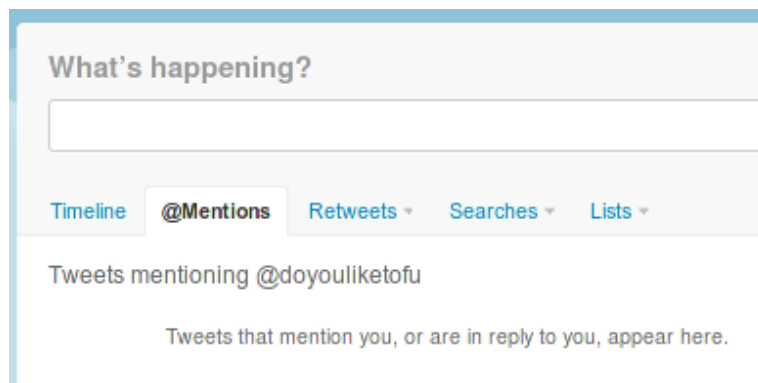


- After setting up your followers, you can set up your bio (enter information about your business) and upload a picture (your business logo, a photo of your business, etc). Your page will show people you follow and will also list your followers.

To write your first “tweet,” type something in the box labeled “What’s Happening.”



9. To see tweets by other people that mention you, click on the @Mentions tab. This way, you can keep track of what people are saying about your business!



## Yelp

### What is Yelp?

Yelp is an online business search and review site. Users can create accounts and then rate businesses using a 1-5 star system. Users can also write more detailed reviews. Yelp is also used to search for businesses by location, user rating, business type, and other criteria. Anyone can add any business to Yelp, so your business may already have a page on Yelp – it is important for you to claim the page and make sure the business information is accurate and up-to-date.

### Tour of a Yelp Page

The image shows a screenshot of a Yelp business page for 'Little Tokyo Service Center'. Several callout boxes with arrows point to specific features on the page:

- Search bar**: Points to the search input field at the top.
- Name of business**: Points to the business name 'Little Tokyo Service Center'.
- Overall star rating**: Points to the 2-star rating.
- Photos of business**: Points to the business photo gallery.
- Basic information**: Points to the address, phone number, and website.
- Business location**: Points to the map showing the business location in Los Angeles.
- Reviews**: Points to the list of user reviews.

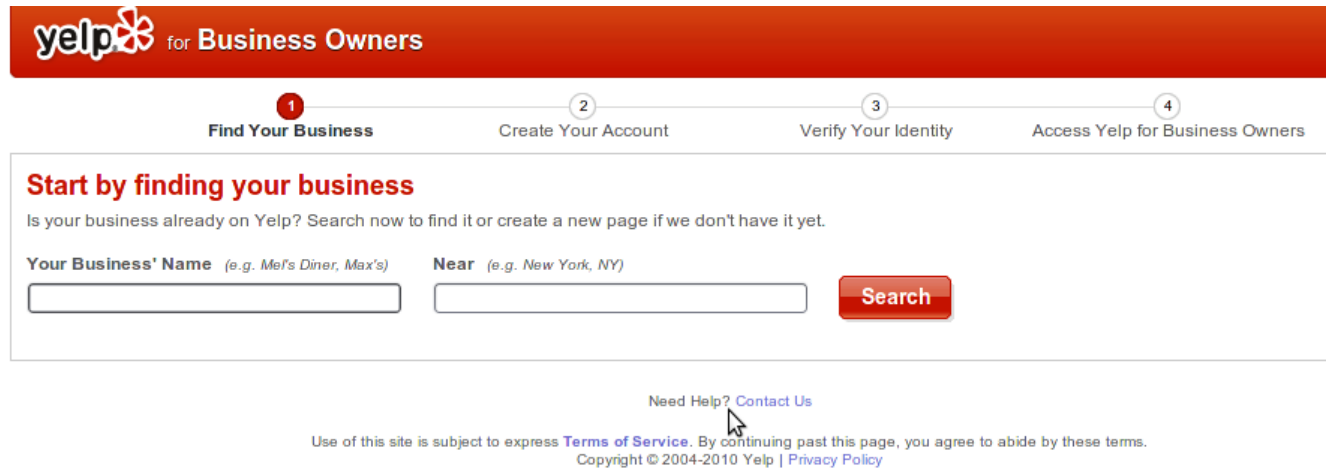
### Key Yelp Features:

- Users search by location to find restaurants, stores, and other businesses
- Users review businesses with 1-5 stars and a more detailed reviews
- Businesses can maintain their own “page” with hours, a link to their website, photos.
- Business owners can respond to reviews (but you will have to upload a real photo of yourself before you can do this)



## Adding Your Business to Yelp

1. Go to <https://biz.yelp.com/signup> and enter your business name. A customer might have already added your business to Yelp! In that case, you will need to claim your business page.



**yelp** for Business Owners

1 Find Your Business 2 Create Your Account 3 Verify Your Identity 4 Access Yelp for Business Owners

**Start by finding your business**

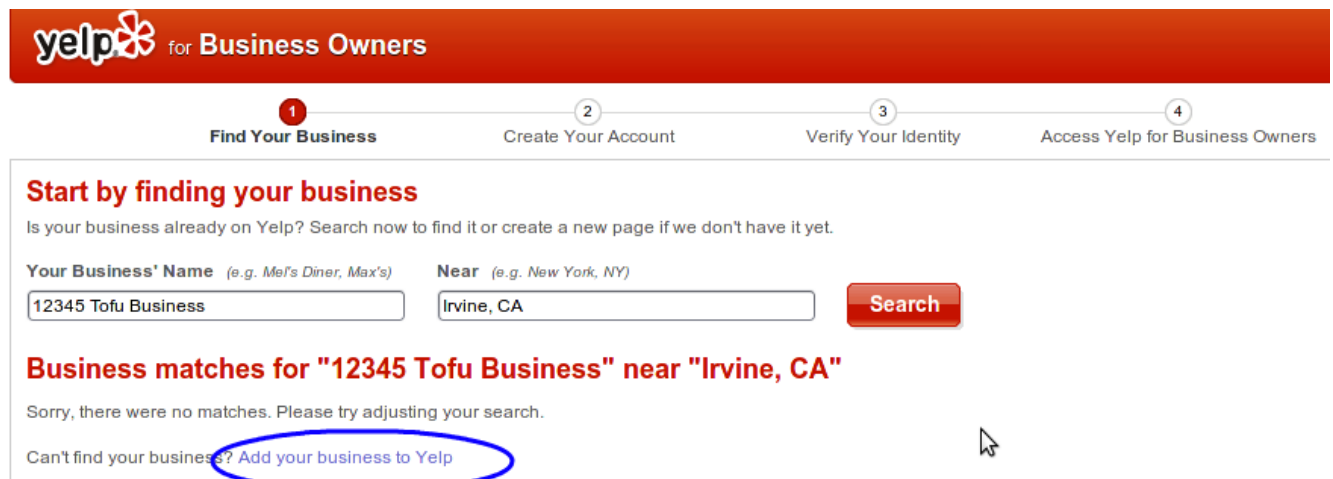
Is your business already on Yelp? Search now to find it or create a new page if we don't have it yet.

Your Business' Name (e.g. Mel's Diner, Max's) Near (e.g. New York, NY)

Need Help? [Contact Us](#)

Use of this site is subject to express [Terms of Service](#). By continuing past this page, you agree to abide by these terms.  
Copyright © 2004-2010 Yelp | [Privacy Policy](#)

2. If your business does not show up on the list, then click the link at the bottom of the page to **Add your Business to Yelp**.



**yelp** for Business Owners

1 Find Your Business 2 Create Your Account 3 Verify Your Identity 4 Access Yelp for Business Owners

**Start by finding your business**

Is your business already on Yelp? Search now to find it or create a new page if we don't have it yet.

Your Business' Name (e.g. Mel's Diner, Max's) Near (e.g. New York, NY)

**Business matches for "12345 Tofu Business" near "Irvine, CA"**

Sorry, there were no matches. Please try adjusting your search.

Can't find your business? [Add your business to Yelp](#)

- Fill out the information (name, address, phone number, hours, etc) for your business.

**yelp for Business Owners**

### Add Your Business

It may take a couple days for your business to show up in se

**Country**  
United States ▼

**Business Name**  
12345 Tofu Business

**Address 1**

**Address 2**

**City**  
Irvine

**State**  
ca

- Important: to confirm that you are the owner of the business, **Yelp will call the telephone number** you listed for your business. You **must** answer the phone and follow the instructions that Yelp provides. For more information about this process, go to this link and watch the video instructions: <http://www.yelp.com/business/unlocking>
- After creating your business page, it may take a couple of days to appear in the Yelp search results. You can now keep track of people who look at your business page, send messages to customers, and buy ads on Yelp.



## Creating Content for Social Media Marketing

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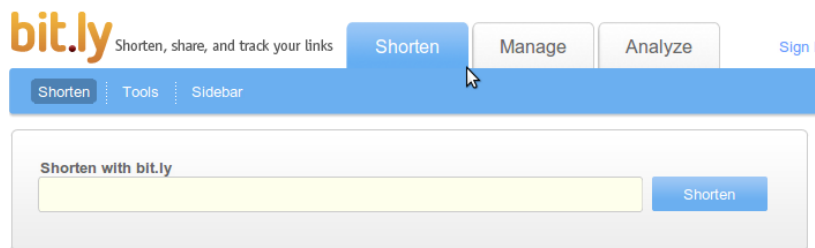
You have a Facebook or Twitter account – now what? What can you “tweet” or post about that will make potential customers take notice? How can you use Facebook to turn your current customers into promoters? The answer: create compelling **content** that customers will want to read and share.

When we talk about **content**, we mean any information that you post: announcements, photos, videos, coupons, jokes, updates, helpful tips, links to other websites, surveys, etc. Social media is all about sharing information – from very useful information all the way to silly gossip. If your business page is interesting, your customers and future customers will look at it – and be more likely to purchase from you when they are in the market for your product or services.

## Content Do's and Don'ts

### Do Post:

- **Information, advice, tips:** as a business owner, you have expertise that you can share with your customers – and they in turn can share that information (and your business) with their friends and family. For example, if you are a florist, you could post about what flowers would be good choices for Mother's Day or a video about how to make an arrangement last longer.
- **Questions and answers:** if a customer asks you a question, you can answer it via social media and help others who might have the same question.
- **Conversations:** start or join in discussions and offer your expertise.
- **Contests:** create a contest where you pick a random “fan” or “follower” to win a coupon or free product/service – this will encourage more of your customers to join your social network.
- **Events:** announce events, sales, etc
- **Partner with non-profits:** joining with a non-profit to host an event or hold a contest is a way to show your customers that you care about the community...and a way to promote your business!
- **Links:** Post links to surveys, to your website or blog, to videos, to webpages that you find interesting, etc. Many social media tools have character limits, so use a free link-shortening service to turn long web addresses into short addresses. Two good services are <http://bit.ly> or <http://owl.ly>.



- **Photos and other visuals:** posting photos, videos, and other visuals is a good way to get people to pay more attention to what you post

### Do Not Post:

- **Too much personal information:** don't be too personal, be friendly but be professional. No one needs to hear details about your personal life or your health problems.
- **Blatant ads and self-promotion:** social media is about fun, personal interaction – so posting things such as “Buy a computer from me today!” is annoying.
- **Offers of Bribery:** offering incentives to customers who give you positive reviews is viewed very poorly and is sometimes even against social media website rules
- **Sensitive topics:** Don't write about sensitive issues such as politics or religion (unless they are directly a part of your business)

## Examples of Good Content

### 1. Homeboy Industries

A non-profit that trains and employs at-risk teens. They operate a café in downtown Los Angeles.



The screenshot shows the Facebook profile of Homeboy Industries. The cover photo features books titled 'Tattoos on the Heart' and 'Tatuajes en el corazón'. The page includes navigation tabs for Wall, Info, Events, G's appearances, Farmer's Markets, and About us. A post from 'Thought of the Day' by Fabian Debora is visible, along with comments from users like Jessica R. Maes and Isaac Tellez. The 'Info' section lists the organization's address and website.

#### What they're doing here:

- Posting a "thought of the day" to engage customers and supporters in a dialogue (and bring more viewers to their page)
- Announcing upcoming event
- Have basic information and a link to their website as well as information about when they will be at Farmer's Markets, photos, etc

#### Why it works:

- Their image is uplifting, thoughtful, so having "thoughts of the day" works for them. This won't work for everyone, but it works for them.
- Announcing events is important because all of your fans (your customers) will be aware of it and potentially attend.
- Basic information is good because it is useful – and adding photos of their latest book is both visually interesting and useful for potential buyers

## Maintaining Your Social Network

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Although most social media marketing tools are free to use, they are not free to maintain because they cost your valuable time and effort. Part of having an effective social media strategy is to manage your time well and to make social media a part of your overall marketing plan.

Three things you can do to maintain your social network are:

1. **Manage your time.**
2. **Integrate Social Media with your overall marketing strategies.**
3. **Track the impact of your social media plan**

### Manage Your Time

- 15 minutes a day, 3 times per week is fine
- Don't do it too much – or else customers will wonder when you do business!
- Recycle your content (you can post the same information on Twitter, Facebook, etc – but customize it (Twitter doesn't allow photos, for example, but Facebook does!))
- Use content from other sources: see an article that is relevant to your business? Share a link to it with your network.

### Integrate Social Media with Your Overall Marketing Strategies

Put your Facebook or Twitter name on...

- your business card
- your receipts
- newspaper ads
- your voicemail
- your storefront window
- your email signature
- Put a link to your Facebook, Twitter, or Yelp page on your website

## Track the Impact of Your Social Media Plan

As with any marketing strategy, evaluating the usefulness of your social media plan is important. Maybe social media is not a good fit for you or maybe you need to develop a different strategy. The effectiveness of your social media strategy might change over time. You need to track how social media is (or is not) working for your business.

A few simple ways to track social media effectiveness:

- Track the numbers. Keep track of how many people visit your website now, how many customers you have, sales numbers, phone calls, etc. You could track these numbers in a spreadsheet or even by hand.
- Track what people say about you. What is your reputation? What are people writing about you on Facebook?
- Ask new customers how they found out about you.
- Look for reviews of your business (on Yelp, InsiderPages, etc). Only respond to negative reviews in private.

There are also advanced online tools for tracking and maintaining your social media strategy. Three free tools are Google Alerts, HootSuite, and TweetDeck.

For advanced users, there are tools to help you keep track of your tweets, posts, etc. A few of those tools are:

**Google Alerts:** Google will e-mail you alerts when there is a news story, blog post, video, or other discussion of your business. Go to [www.google.com/alerts](http://www.google.com/alerts) to sign up.

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

Google alerts  
beta

Search terms:  [Preview results](#)

Type:  ▼

How often:  ▼

Email length:  ▼

Deliver to:  ▼

For the search terms, enter your business name. Then, set the “Deliver to:” to your e-mail address.

**HootSuite:** keep track of multiple social media accounts all in one place, track statistics, write tweets/updates ahead of time and have them automatically post, and more.

<http://hootsuite.com>



**TweetDeck:** update Twitter, Facebook, and more all from one place – and see all of your followers/friends' updates in one place. <http://www.tweetdeck.com>