



## TOP 10 TIPS:

# Harnessing Social Media

- 1 Make a strategic plan across all of your social media options and follow it.** One key component of this plan should include your key audiences, topics that would be of interest to them and what products/services you would like them to buy.
- 2 Choose the right social media tools for you.** These could include Twitter, Facebook, LinkedIn or YouTube to name a few.
- 3 Keep your posts short.** Use links to drive to your blog, website or other outside sources.
- 4 Vary your content for each social media tool used.** Follow the style, aesthetic and rule of each tool.
- 5 Create buzz with your posts.** Do this by incorporating images and interactive experiences such as videos.
- 6 Respond quickly to comments.** Customers are used to social media being a place for a real-time conversation.
- 7 Reward people in your social community.** Offer contests, discounts and free stuff as a thank you for their participation.
- 8 Build your reputation as an online expert.** Keep your finger on the pulse of your industry and share your opinion.
- 9 Use offline and online marketing to promote your social media activities.** Your website, postcards and customer emails are a few of the many elements you should consider utilizing.
- 10 Regularly extend invitations to join your social media community.** Reach out to appropriate businesses and individuals.

## Want to learn more on this topic?

Visit [www.qwest.com/connectthedots](http://www.qwest.com/connectthedots) to find videos, white papers and brochures on this topic. You can learn about other topics like marketing your business effectively, taking your business mobile, improving business operations and protecting your business. Here you can also contact your community representative who will be able to share advice and solutions that fit your specific business needs.

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