

HOW TO

start using Facebook and Twitter

Does my company need social media?

If you have even one customer involved in any of these social networks, the likelihood that you are being discussed is high.

Placing this sticker on your front window or cash register will allow your customers to find you online and help market for you. Think of it as "Word of Mouth" advertising taken to the next level.



More and more of the people you want to reach use Facebook. One of the backbones of social media is Facebook. The site currently has over 400 million users, and that number

grows every day. People of all ages now use Facebook to connect with friends, family, and increasingly, with businesses. For businesses, the site allows you to target ads at only people who might be interested in your business. For instance, a wedding photographer can target people with a Relationships Status of "Engaged." Additionally, you can use Facebook's built-in Page creation tools to build an online presence, even if you don't have a website! When people become your fan on Facebook, it is posted on their profile and acts as free advertising for your brand. What could be better than a virtual stamp of approval from local customers?



Twitter is great for engaging with loyal customers and potential ones.

People talk about anything and everything on Twitter.

The appeal is instant communication. People can post quick thoughts, links or comments from their computer, laptop or mobile phone. There are many useful ways to quickly search for what people are saying and respond to people's questions and concerns. You can also offer things like specials and event invitations just for Twitter followers. Think of it as a way to have a conversation with all of your fans all at once.

CREATE YOUR ONLINE PRESENCE TODAY.

Don't just put the sticker up and forget about it. Build and maintain a great social media presence so people will want to connect with you online and when it comes time to make buying decisions.

Create a Facebook Page.

Facebook offers this as a way for local businesses to connect with its users, free of cost. A successful Facebook Page will have interesting content that engages their fanbase, but doesn't just republish content from elsewhere or waste their fans' time.

Start a Twitter account.

Twitter can be an effective way to engage with an already loyal fanbase, or create one through promotions and "Re-tweetable" content. The key is to be engaging, and directly interact with other users. Don't be afraid to use that @ sign! Some great, free tools exist that make Twitter even more useful. Check out search.twitter.com, Tweetdeck, and Twazzup just to name a few.

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