

## YOUTUBE

[YouTube](#) is a video-sharing website which enables users to view and upload videos free. Similar to Facebook, users can Like and share a video as well as add it to a Favourite list and Subscribe to be notified of videos uploaded by the channel owner.



Businesses use YouTube to showcase their products and services to clients and prospects, provide tutorials on the use of products as well as promote programs and services to build their business.

Business channel owners can keep in touch with their subscribers, track view analytics and respond to inquiries about their videos. Channels can also be 'monetized' which means that you allow YouTube/ Google to advertise on your video page. This can be a significant source of revenue for many businesses whose videos are very popular. There are many businesses whose sole source of income is YouTube advertising.

### YOUTUBE BEST PRACTICES FOR BUSINESS

**Title:** Your title needs to be concise but also engaging and note that title gets cut off around the 53 character mark on many link sites such as Facebook.

**Keywords:** Include keywords that you think users will be searching for in your category

**Description:** This is the where you can really make your video stand out: include all relevant contact info including other social media sites, links to your products/services/other related videos, full description of what the video is about.

**Tags:** It is recommended that you use between 3-10 keywords

**Your Video:** Video editing tools also provide excellent additional features to help your viewers get the most out of your channel. Annotations, captions, notes, links, social media icons all help make the video more interactive and engaging but don't overdo it.

**Social:** Encourage your viewers to like/share and comment on your video, as YouTube and Google see user engagement as a way to identify high-quality content. Promote your videos on other social media sites regularly to drive traffic to your channel.

**Your Channel:** Your channel is your brand, so use some of the same branding images and colours that you have on your business website to build brand recognition. It's also helpful to link to a Google+ account to share your YouTube videos.

**Embedding your Videos:** Consider embedding YouTube on your own website so that you benefit from the valuable content you've created but be sure to use the 'Old embed code' option in order to allow web crawlers to access your content instead of YouTube. This helps to raise your website's profile on search engines but make sure it's accompanied by relevant caption and description. When you have multiple videos embedded, be sure to also create a video site map where appropriate to help your site visitors to navigate them. This is separate from your regular site map and will help Google to improve your ranking.

**Source:** <http://white.net/blog/essential-youtube-best-practices/>

## INSTAGRAM

[Instagram](#) is a social media site specifically designed to share photos. Once a photo is uploaded to Instagram, it can be shared on most other social media sites with whatever caption information you apply.



### OTHER TYPES OF SOCIAL MEDIA SITES

In addition to the social media sites covered here, there are other categories of social media sites.

- ◆ **Social Bookmarking:** ([Del.icio.us](#), [Blinklist](#), [Simpfy](#)) Interact by tagging websites and searching through websites bookmarked by other people.
- ◆ **Social News:** ([Digg](#), [Reddit](#)) Interact by voting for articles and commenting on them.
- ◆ **Wikis.** ([Wikipedia](#), [Wikia](#)) Interact by adding articles and editing existing articles.
- ◆ **Blogging sites:** [WordPress](#), [Blogger](#), etc., which provide online opinions and other content
- ◆ **News Readers:** [Pulse](#), [RSS](#) provides easy access to online news sites which notify you of new articles

### SOCIAL MEDIA AGGREGATOR SITES

Social media aggregator tools allow much more streamlined updating across multiple social media sites and accounts. Depending on your business' needs you can choose from several excellent tools:

[HootSuite](#) – one of the more popular social media site aggregators, it is easily configurable and comes either free or premium versions



[NimbleContact](#) – a full-featured, fee-based, configurable and very powerful social media aggregator



[TweetDeck](#) – an online social media service owned by Twitter which aggregates Facebook and other social media sites in a browser environment



[Buffer Social](#) – similar to HootSuite, Buffer Social is a free plus premium online service which links to multiple social media sites.



Regardless of the social media tools available, you will need to do your research to determine which aggregator tool is right for your business. No matter which one you select, it will certainly make your job of developing and maintaining social media strategies a lot easier. Have fun!

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# SOCIAL MEDIA TOOLS, TIPS AND TECHNIQUES FOR BUSINESS



### WHAT IS SOCIAL MEDIA?

**Social Media** is a term used to refer to websites that provide interactive online environments to communicate with others who are interested in the same topics and who wish to engage in conversations about shared content such as products and services, news topics, information articles, as well as videos, photos, music and other files. [http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)

### WHY SHOULD BUSINESSES USE SOCIAL MEDIA?

Today, social media has become one of the most popular ways to share information about new products and programs, changes in company direction, new leaders and anything that existing or potential customers might be interested in when learning about your company online. Social media is very effective at building brand recognition and developing client relationship and loyalty.

### WHY SHOULD MY COMPANY USE SOCIAL MEDIA?

Not every company needs to build an online social media presence. However, depending on what stage of development your business is at, social media may be appropriate if the following is true:

- ◆ You are launching a new business and want to introduce your brand and build excitement about your product and/or service
- ◆ You regularly have new products or services that your existing clients or potential clients would be interested in
- ◆ You have an established business which needs to maintain a public profile and share new information about events and promotions that help to keep your clients engaged and loyal
- ◆ Any company that wants to be seen as popular, progressive, competitive and informed.

### WHICH SOCIAL MEDIA WEBSITES SHOULD I USE?

Every business is unique in their selection of social media websites and resources. Generally speaking, the most popular sites that are available would be a good start. Here are the top 15 English speaking sites globally:

1. [Facebook](#)
2. [Twitter](#)
3. [LinkedIn](#)
4. [Pinterest](#)
5. [Google Plus+](#)
6. [Tumblr](#)
7. [Instagram](#)
8. [VK](#)
9. [Flickr](#)
10. [Vine](#)
11. [Meetup](#)
12. [Tagged](#)
13. [Ask.fm](#)
14. [MeetMe](#)
15. [ClassMates](#)

**Source:** <http://www.ebizmba.com/articles/social-networking-websites>

### WHAT SHOULD I POST?

While each business is different in the content that is valuable to their customers and clients, the following overall categories of content are typical of most companies:

- ◆ **Promotional Content** – providing news about upcoming promotions
- ◆ **Educational Content** – building brand awareness
- ◆ **Conversational Content** – engaging clients in conversations about your products and services or related topics
- ◆ **Humorous Content** – always popular, this keeps your customers and prospects coming back
- ◆ **Inspirational Content** – can be a call to action or motivational posts to inspire, inform or otherwise add value to your brand

Some examples of posts that fall into these categories and have proven very effective:

- ◆ A current success story – new leader, news about your product/service, article about your company, expansion of your business
- ◆ A link to something cool, preferably showing your product/service
- ◆ Information about your competition and how your product/service is better
- ◆ An exciting, interesting video
- ◆ Your own company videos
- ◆ An event that you want to share about/with/for your company – i.e. an open house
- ◆ A celebrity mention of or involvement with your product/service
- ◆ An unexpected piece of trivia
- ◆ A photo that makes someone say 'amazing!'
- ◆ A relevant question to engage your customers in conversation
- ◆ A promotional offer about something new you're offering
- ◆ A joke about or related to your industry
- ◆ An appeal for public involvement – i.e. a charity event

No matter what you post, it's important not only to share relevant content, it's also essential that you plan your posts ahead of time and develop a social media strategy and schedule. Furthermore, it's critical that you regularly check for responses and queries that may come up on each of your social media sites from those who are following your business and reply promptly. Remember, you're developing relationships and like any relationship, it must be nurtured.

## WHO IS MY AUDIENCE?

The single most important thing to consider is your audience. Ask yourself these questions to determine when and how often to post:

- ◆ Does your audience consist of other businesses or the public?
- ◆ Existing clients or potential clients?
- ◆ When will they be most active on social media?
- ◆ What type of content will they expect from me?
- ◆ What types of posts will they find of greatest value?
- ◆ What content will they be most inclined to share and when and to whom?
- ◆ Will I need to be available for them if my posts are intended to invite responses?
- ◆ Will they be anticipating my posts?
- ◆ Will I be following them as well as them following me?



You may discover that they really only look to your business for promotions. Or you may find that your customers choose to make their inquiries on Facebook instead of email. They might appreciate the humour you post or they might look to you for advice on how they use your products. Once you answer these questions to the best of your ability, you will plan your strategy and posting schedule accordingly.

## WHEN SHALL I POST?

- ◆ Will my customers only be visiting my social media sites during business hours?
- ◆ Will they be using it on specific days/times?
- ◆ Will they be visiting frequently or occasionally?
- ◆ Will they be sharing your content promptly?

For example, you may realize that your followers may only be online occasionally. Or you might find that they want to hear from you daily. Only you will know and perhaps only learn after working with social media for a few months.

## SUMMARY

Finally, here is a list of activities that you will want to consider when posting to social media sites:

- ◆ Develop Relationships – with existing and new clients
- ◆ Invite Discussion
- ◆ Boost Credibility
- ◆ Comment on News and Events
- ◆ Invite Action
- ◆ Share Blog Content
- ◆ Share External Content

## FACEBOOK

Facebook is the most popular free social networking website On the internet. It's available in 37 languages. It allows registered users to create profiles, post content such as photos and video, share web pages and communicate with friends, family, colleagues and clients. Facebook, includes public features such as:



- ◆ Presence technology - allows members to know which contacts are online and chat.
- ◆ Groups - allows members who share common interests to find each other and exchange posts.
- ◆ Events - allows members to promote an event, invite guests and track who plans to attend.
- ◆ Marketplace - allows members to read, post and respond to classified ads.
- ◆ Pages - allows members to create and promote a public page built around a business, celebrity, product, or any topic.

## BUSINESS PAGES

One of the first steps in using Facebook as a business is to develop a Page. Pages are very useful for communicating with Facebook followers day to day content such as promotions, news about the company, photos and videos and other relevant information. In order to post content on a business Facebook page you must have a personal profile and then create the page.

Unlike Twitter and other social media sites, posts in Facebook can contain fairly lengthy text content and even include data files for download, but keeping them brief will mean they're more likely to be read.

If appropriate you can assign roles to others to manage the posts, reply to queries and otherwise keep it up to date. Here are the roles used in Facebook:

Role Actions / Role Name	Admin	Editor	Moderator	Advertiser	Analyst
Manage Page roles and settings	✓				
Edit the Page and add apps	✓	✓			
Create and delete posts as the Page	✓	✓			
Send messages as the Page	✓	✓	✓		
Respond to and delete comments and posts to the Page	✓	✓	✓		
Remove and ban people from the Page	✓	✓	✓		
Create ads	✓	✓	✓	✓	
View insights	✓	✓	✓	✓	✓
See who posted as the Page	✓	✓	✓	✓	✓

These roles can be updated at any time, but you cannot remove yourself as admin. You must first assign someone else who can then remove you as that role

## FACEBOOK BEST PRACTICES FOR BUSINESS

Here are some best practices for business:

- ◆ Post consistently
- ◆ Target your posts
- ◆ Keep post images and text fresh
- ◆ Boost important posts
- ◆ Publicize exclusive discounts and promotions with ads
- ◆ Connect with words and pictures
- ◆ Review post performance

Source: <https://www.facebook.com/business/a/page-posting-tips>

## TWITTER

Twitter is a social media website that is used to send short 140 character text messages to anyone who follows an account. These posts are called tweets and these tweets can include photos, links to websites as well as retweeting existing tweets from others.



Unlike Facebook which uses a newsfeed to display posts from friends and followers according to an algorithm tweets are displayed in real-time, so they move quickly on your screen. For this reason there is more of a sense of excitement and urgency about Twitter.

## GETTING STARTED WITH TWITTER:

- ◆ Discover sources: find and follow others.
- ◆ Check your timeline: see what's happening.
- ◆ Take it with you: connect your mobile.

Source: <https://support.twitter.com/articles/215585-getting-started-with-twitter#>

## HASHTAGS

Using hashtags to categorize Tweets by keyword:

- ◆ Any Twitter user can add the hashtag symbol # before a keyword or phrase (no spaces) in their Tweet to apply a category making it easier to find in Twitter Search.
- ◆ Clicking on a hashtagged word in any message shows you all other Tweets marked with that keyword.
- ◆ Hashtags can occur anywhere in the post
- ◆ Hashtagged words that become very popular are often included in Trending Topics.
- ◆ Hashtags are now used on many social media sites.

## TWITTER BEST PRACTICES FOR BUSINESS

Most of the best practices with Facebook apply to Twitter.

- ◆ Post consistently
- ◆ Target your posts
- ◆ Keep post images and text fresh
- ◆ Publicize exclusive discounts and promotions with ads
- ◆ Connect with words and pictures

## LINKEDIN

LinkedIn is an online social network for business professionals. Unlike other social networking sites like Twitter and Facebook it's designed for professional networking – discovering potential clients or projects, finding a job, connecting with business partners. However, similar to other social networking sites, you are able to post much the same content: links, photos, news articles, etc.



LinkedIn users must create their business profile in order to view and post content. A user can pay a monthly fee for additional features. As much or as little detail can be provided depending on how it will be used. There are several types of LinkedIn profiles although a LinkedIn user may be considered more than one:

- ◆ Job Seeker
- ◆ Networker
- ◆ Executive
- ◆ Entrepreneur
- ◆ Marketer
- ◆ Thought Leader

One of the most effective ways to promote your business is to publish articles as a business leader in your industry. When posting on the company LinkedIn site, click the **Create a Post** icon on the right which will take you to the Pulse Create an Article page which you can customize with photos and links to support your article when published.

## LINKEDIN BEST PRACTICES FOR BUSINESS

- ◆ Optimize your company page.
- ◆ Create targeted showcase pages.
- ◆ Post company status updates (and target them!).
- ◆ Use pulse to keep track of industry news.
- ◆ Use LinkedIn's trending content tool, too!
- ◆ Use LinkedIn to generate leads.
- ◆ Experiment with LinkedIn ads and sponsored updates.
- ◆ Use group statistics for better targeting and marketing.
- ◆ Create your own industry LinkedIn group (or subgroups).
- ◆ Email your LinkedIn group.
- ◆ Experiment with LinkedIn's publishing platform.
- ◆ Recruit new talent.
- ◆ Add the company follow and LinkedIn share buttons to your website/content.
- ◆ Analyze your LinkedIn marketing performance with page insights and LinkedIn's content marketing score.

Source:

<https://blog.hubspot.com/blog/tabid/6307/bid/23454/The-Ultimate-Cheat-Sheet-for-Mastering-LinkedIn.aspx>