

# How to Make Social Media Work for Your Business

## Helpful information

### >> Facebook

#### FB Links -

- 5 Companies Using Facebook Fan Pages Well: <http://www.ideate.co.za/2009/11/12/5-companies-using-facebook-fan-pages-well/>
- Facebook Plugins for your FB page: <http://developers.facebook.com/plugins>
- Facebook Apps for your website/other media: <http://www.facebook.com/apps/directory.php>
- Facebook Apps for Business: <http://mashable.com/2009/01/22/business-facebook-apps/>
- Keep up with Facebook: <http://www.allfacebook.com/>

#### FB Tools -

- **Product Pulse:** <http://www.productpulse.com/>  
If you sell a product, especially technology such as the iphone, you will want to get involved in Product Pulse. Here you can add your product and ask Product Pulse users to rate it. Once they rate it, the product is added to their personal FB page in the left column with their rate and comments and allows others to join in and rate the product. It is a great way to spread word about your product.
- **Video how to add FB Like Box Widget:** [http://www.youtube.com/watch?v=W1J9zcUy\\_zY](http://www.youtube.com/watch?v=W1J9zcUy_zY)  
This widget allows you to bring your Facebook page posts into your website. This allows web viewers to quickly “like” you and become a fan of your FB page.
- **Follow your FB statistics via Facebook Insights:** <http://www.facebook.com/insights>

#### FB Tips -

- Remember to be social! Join groups and build friends through website plugins such as the “like box” (and/or just a link to your facebook page from your website) and marketing of your FB page.
- Use your personal FB page for personal items and your business page for more business related (yet personal to the company) posts. Remember to be professional with all content you post personal or business because anyone can find the personal info you post and relate it to your company.

## >> Twitter

### Twitter Links -

- Using Twitter for Business: <http://www.chrisbrogan.com/50-ideas-on-using-twitter-for-business>
- Using Twitter to Search and Stay Up to Date: <http://www.bloggingtips.com/2009/02/05/using-twitter-search-to-stay-up-to-date>
- 5 Ways Your Business isn't Using Twitter Well: <http://contrapaul.wordpress.com/2010/01/30/5-ways-your-business-isnt-using-twitter-well>

### Twitter Tools -

- **TweetDeck:** <http://www.tweetdeck.com>  
This is a great tool to have open at all times. It can show real time feeds of your twitter and facebook accounts and you can have a column for tweets that include your keywords and direct messages to you via Twitter. The iphone or itouch has a great free app for tweetdeck.
- **Twellow:** <http://www.twellow.com>  
This is an online yellow pages of twitter pages. Make sure you get your company twitter page added.
- **Twitdom:** <http://twitdom.com/twitter-anywhere>  
Bring your tweets into your website.

### Twitter Tips -

- Build up your following by website plugins that display your tweet listings (and/or just a link to your twitter page from your website), marketing of your twitter page and by following others. Search for keywords that are in your field (in twitter or TwitteRel) and follow others who are tweeting about the same things you are.
- Big Brother: Watch what people are saying about your company on Twitter by setting up a search with your company name or related terms. Twitter will locate all tweets containing your keywords. You can even set up an RSS feed of those searched keywords to always appear in your twitter home page.

## >> YouTube

### YouTube Links -

- 34 Ways To Use YouTube For Business: <http://webworkerdaily.com/2009/07/28/34-ways-to-use-youtube-for-business/>
- YouTube For Your Business: [http://www.pcworld.com/article/133278/youtube\\_for\\_your\\_business.html](http://www.pcworld.com/article/133278/youtube_for_your_business.html)
- Marketing Your Business on YouTube: <http://technology.inc.com/internet/articles/200808/youtube.html>

## Video Tips -

- Be creative with your video – YouTube users do not want to see a commercial.
- To get viewers back to your website: Your YouTube Channel should display your website url and every video posted should have your website in the video description.
- Make sure to promote your videos on your website and other social pages such as Facebook.
- It can be beneficial to have a professional videographer to make your videos look good. If you have to do a lot of editing such as showing screen shots of a web application with voice over, then you probably want to hire a professional. If you are a music teacher and just want to record yourself teaching users how to play the harmonica, then you can probably video tape that yourself, as long as the sound is good.

## >> Flickr

### Flickr Links -

- How to Market on Flickr: <http://www.smallbusinesssem.com/articles/marketing-on-flickr/>
- Flickr for Business: <http://merrickmgt.com/6-ways-to-use-flickr-for-business/>
- Brands on Flickr: <http://geoffnorthcott.com/blog/2008/07/brands-on-flickr/>

### Flickr Tools -

- Info on Flickr Stats: <http://www.flickr.com/help/stats/>

### Flickr Tips -

- Add your website url in your screen name and tags of photos when uploading. Be careful not to get too crazy with your company name or url – you do not want to look “spammy.”
- Use some keywords in your titles and photo tags. Mostly, just explain what the photo is – avoid keyword stuffing and a hard sell.
- Just like all social sites, you have to be social on Flickr so other users see your social page.
  - Search for related groups in Flickr to share your photos with.
  - Comment on other photos you like
  - Take part in group discussions
- Add a link to your flickr page from your website.

## >> LinkedIn

### LinkedIn Links –

- Ten Ways for Small Businesses to Use LinkedIn: <http://blog.linkedin.com/2010/04/12/linkedin-small-business-tips/>
- 33 Ways to Use LinkedIn for Business: <http://webworkerdaily.com/2009/07/13/33-ways-to-use-linkedin-for-business/>

### LinkedIn Tips -

- Grow your network by joining industry and alumni groups related to your business.
- Request recommendations from customers willing to provide testimonials.
- Add a link to your linkedin page from your website.

## >> Blog

### Blog Writing Links -

- Pro Blogger: <http://www.problogger.net>
- Blogging Pro: <http://www.bloggingpro.com>
- Copy Blogger: <http://www.copyblogger.com>
- Business Logs: <http://www.businesslogs.com>

## >> Measuring ROI

### ROI Links -

- HOW TO: Measure Social Media ROI: <http://mashable.com/2009/10/27/social-media-roi>
- ROI: How to Measure Return on Investment in Social Media: <http://www.briansolis.com/2010/02/roi-how-to-measure-return-on-investment-in-social-media>

### ROI Programs -

- Google Analytics: <http://www.google.com/analytics>
- Tweetmeme: <http://my.tweetmeme.com/analytics>
- Crimson Hexagon: <http://www.crimsonhexagon.com>
- Sentiment Metrics: <http://www.sentimentmetrics.com>

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