

Helpful Hints for Social Media



Have a complete Profile

- Create a good headline
- Use a good summary
- Point out your skills and experience
- List your website (increases your Google ranking)
- Use keywords that are searchable
- List how you prefer to be contacted

Ask and answer questions

- Show your expertise in your field

Get and give recommendations

- Diversity of recommendations shows it's not just your friends recommending you

Build your connections

- Upload your address book
- Get introduced (warm introductions are easier than cold calls) and be willing to introduce

Research a company

- Who do you know that knows someone that knows someone that you want to meet....

Update your status frequently

- Keeps your name in front of your contacts

Join groups

- You can join up to 50 groups – do as many as possible
- Group members can send each other free Inmails (free emails)
- Start a group

Create a company page

- Similar to personal profile, be as complete as possible



Make a complete profile

Join groups

- See what's going on in industry
- Network with others in the same field

Build a company page and try to recruit as many "fans" as possible

- Be as complete as possible
- Notices to fans are free advertising
- Viral Marketing
- Make sure the information is relevant and interesting (free tips, advice, etc)
- Don't look like you're trying to just sell, you want to build relationships

Organize events

- Post pictures from past events
- Send invitations to Facebook members and non members. Easy to track RSVP

Using ads on Facebook can be targeted at specific audiences

Update your status frequently

- Keeps your name in front of your contacts



This is a whole seminar on its own.

To begin, follow a group of people and watch what they are writing to get an idea of the best way to use this as a marketing tool.

Visit www.mashable.com for more suggestions

Local websites for more info:

www.maniactive.com

www.byteorgetbitten.com

www.grsml.com

Display your LinkedIn and Facebook connections on your home page and email signatures



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