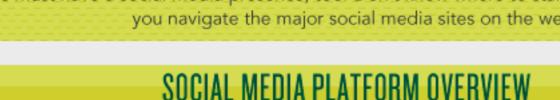


THE SMALL BUSINESS SOCIAL MEDIA CHEAT SHEET

With one in three small businesses using social media, its no longer enough to just have a websites, small businesses must have a social media presence, too. Don't know where to start? This cheat sheet will help you navigate the major social media sites on the web.

PROS

CONS















TUMBLR



TWITTER

A microblogging service that enables users to send text-based posts of up to 140 characters.

FACEBOOK A large social network where people create profiles, exchange messages, and report status updates.

YOUTUBE A video-sharing website popular for user-generated content, video clips,

and video blogging.

A social network operated by Google with profiles, status updates, circles, hangouts, and sparks.

GOOGLE+

A microblog and social network that allows users to post text, images, video, and share via reblogging.

A social news website that allows users to submit stories and vote them up or down

DIGG

Ability to quickly respond to clients and

customers.

Great for brand exposure and customer relations.

One of the best venues to build your brand through video blogs and tutorials.

Easy way to interact with clients and customers. Can be integrated with other Google applications.

share content and links with a younger demographic of bloggers.

Great platform to

Gives brands the opportunity gain a large amount of exposure.

Promotion must find a delicate balance between content and spam. Large follower drop off rate.

Not SEO friendly.

Traffic is often limited to site and difficult to redirect back to a primary website.

difficult and some small business owners find most clients don't use Google+.

Administration is

Images tend to garner traffic, but most of it comes from within Tumblr.

Not designed for customer interaction.



HOW TO BEGIN

Now that you are familiar with each social network, the next step is to register and create your personal social media profile.



HOW TO BEGIN

Create a Twitter handle. Use either your business name or a name your clients and customers will recognize.

Make it onto #FF (Follow

You must set up a personal

profile before you create a

company page (it is against

T&C to create a profile for

Join groups on Facebook

that are relevant to your business and company

Recruit followers by letting people know you've joined Twitter. Post to other social

customers.

Follow other users that are

in your field, clients, and

(a)message to a user. Retweet: This indicates a posting is a

retweet from another user. Direct Message: You can only send a direct message to someone who is following you.

> Hashtag: Used to categorize tweets and keeps tweets grouped together.

LEARN THE LINGO

Reply: Use this to address a public

Friday) lists. These lists recommend other Twitter users follow you.

your business.)

Create your company page and add company information, photos, videos, upcoming events, and links

back to your website.

media platforms and websites

with links back to your Twitter.

#

appreciate a particular post. Poke: A way to interact with friends and has

Like: This allows other users to know if you

Status: A microblogging feature to inform other users of your actions and thoughts.

flirting connotations. Avoid in business matters.

TAG

Tag: Marks a photo or video with text to identify a person.

FACEBOOK (interests. You Tube

Before you set up a YouTube account, you must first decide if video content creation will benefit your business.

your YouTube account. Your account will be linked with any Google accounts you have.

If the answer is yes, set up

Like: YouTube users have the ability to vote videos up or down with the like or unlike buttons.

Once your first video is posted, share it through your other social media platforms such as Facebook.

Connect with customers by liking or commenting on user customer testimonials.

View: Usually refers to viewer count, which keeps a record of the number of views a video receives.



Google+ provides a step-by-step guide to setting up your Google+ page with the ability to customize your page's public profile.

Connect your Google+ page

to your website using the

Google+ badge.

and customers to separate Google+ circles to organize your news feeds. Begin posting content such

as status updates, videos, or

photos to your Google+

page.

Add team members, VIPS,

Circle: A categorization system for friends and followers.

Blue: When a post is marked with a blue

Green: When a post is marked with a green button it is public.

button, it is only for people in your circles.

HANGOUT

Hangout: A group video chat feature for users in your circle.

TUMBLR T

Tumblr requires a bit more planning and designing than the other social media sites. You need to choose a theme when creating a profile. When you create posts on

Tumblr you can have them

instantly shared with your

Twitter and Facebook feeds.

Begin to post. The most popular Tumblr posts often have images associated with them.

Follow other blogs from clients, customers, and fellow businesses.

news feed of Tumblr blogs you follow.

Dash: Short for dashboard, it is the main

Heart: Users can like posts by clicking on the heart above the post in their dash.

Tag: Categorization system for posts that allows users to find new blogs.

Reblog: Users can reblog posts they enjoy

digg

Digg is a social bookmarking site. After you create a profile you can post links for other users to "digg."

Try to create catchy or interesting headlines and content that other Digg members may enjoy and make viral.

DIGG

Digg: Refers to users liking a post.

to their own blog.

Post your Digg link to your other social media sites to encourage traffic to the

article.

shows the most shared posts on Digg.

Top News: The main page of Digg that

SOCIAL MEDIA AUDIENCE SIZE

are the most recent figures on the number of registered users for each platform.

Just how many people can your page reach? Below

