

# Social Media for Business

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Jub Jub Interactive

As of 2015, roughly  
**73%** of all Americans  
have at least one  
social media profile.

Why should I  
use social  
media for my  
business?

It's where the people are.

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# You can use social media to...

## Brand

- Establish your company's brand online.
- Communicate your personality and core principles.
- Thought leadership and SME
- Business Validation

## Communicate

- Have engaging conversations with customers and prospects.
- Solicit feedback
- Provide customer support
- Build relationships, become more personal

## Promote

- Generate virtual word-of-mouth
- Promote specials and events
- Drive web traffic and SEO
- Social Media can be key to attracting new employees



If you build it, they will come.





If you build it, they will come.

**ONE DOES NOT SIMPLY**

**MAKE MONEY FROM SOCIAL MEDIA**

# Common Social Media Mistakes

- Social Media != Magic
- Do not break the Kris Lightman Rule
- Irregular posting
- Going for the hard sell
- One-way posts
- Having no brand personality
- Having no social media strategy
- Doing everything manually



# How Businesses Should Use Social Media

## Engage

**Treat your followers like actual people.**

- Focus on who people are
- Share great content
- Take time and build a relationship

## Listen

**Encourage Feedback**

- Be a good listener
- Try to figure out what content your audience is looking for.
- Pay attention to what is being said about you.

## Analyze

**Use your data**

- Look at site traffic referrals, engagement metrics, audience demographics to tweak your strategy.

# Which One is Right for Me?



## Facebook

- > 70% of online adults
- most frequently used
- family and friends
- losing traction with younger users



## Twitter

- ~18% usage
- timely conversations
- realtime information
- high level of engagement



## LinkedIn

- ~22% usage
- more popular with men
- B2B
- high income and education levels



## Pinterest

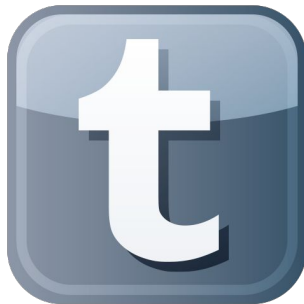
- ~21% usage
- highly visual
- 80% are women
- 88% purchase a product they pinned

# Who are you trying to attract?

	Use among internet users	More popular with women	More popular with men	More popular 18-29	More educated	Higher income
Facebook	71%	+		+		
LinkedIn	22%		+		+	+
Twitter	18%			+		
Pinterest	21%	+			+	+
Instagram	17%			+		

What about the other ones?

*It depends....*







# Learn More

Jub Jub will be offering a social media workshop. In addition, these are some great resources:

- [101 ways local businesses can leverage social media](#)
- [How Businesses should be using social media in 2015](#)
- [Social Networking Fact Sheet](#)
- [Hubspot's Social Media Marketing Library](#)