



How You Can Use Social Media Sites

Below are examples of how your company can use Twitter, Facebook and LinkedIn to help support marketing and business initiatives:



Twitter

- Steer followers to company-posted news, blogs, sites, etc.
- Generate media opportunities by following journalists and positioning your company or clients as possible sources for them.
- Get feedback and review updates from users, view comments, questions and / or possible criticism.
- Enhance promotional campaigns by posting video and image links and encouraging users to follow along in order to receive exclusive information.
- Enhance your company's impact at events by posting on-site updates and insights from conferences or trade shows.
- Learn about breaking or industry news and trends by following top influencers.



Facebook

- Post full news stories and blog entries and open up discussions with your followers to start conversations.
- Post pictures and videos of events, products and news conferences.
- Create a viewable calendar of upcoming events that your company may be hosting and /or industry events that you're attending.
- Update your wall with current activities and projects so followers will have a sense of constant action.
- Become fans of your clients' or media's Facebook pages in order to keep track of their activities and thoughts.
- Create groups and separate fan pages based on different initiatives and products.



LinkedIn

- Create your own professional group and invite peers, clients, media and prospective clients to join in discussions on a wide array of topics.
- Participate in other group discussions and join professional organizations and associations to show involvement in your industry / community.
- Post news, project updates, link to blogs and articles that are relevant.
- Network and make connections with new business contacts – connecting on LinkedIn is like exchanging business cards with a lot more useful information on them.
- Find possible job candidates and post job openings.
- Research to learn about the background, education, previous experiences and memberships of prospects.