

Social Media Business Blitz

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Social Media: what it is & what it's not

- Social media is *“websites and applications that enable users to create and share content or to participate in social networking.”* -Merriam Webster
- Social media is *“a great vehicle to listen to, engage with, and demonstrate compassion for your community.”*
-[Why Your Business Must Embrace Social Media Yesterday](#)
- Social media **is not** to only promote yourself, your business, your services.

Facebook: Why Your Business Needs It

- 1.35 billion monthly users
- 40 million small business owners and only 2 million pay for advertising
- Create scheduled posts/ events
- Statistics- see when people are online and what content they engage with the most

Facebook Examples

- [Bomber Betty Cosmetics](#)
- [McGonigal's Pub](#)
- [Clarke's Bakery and Deli](#)

Twitter: Why Your Business Needs It

- 400 million tweets per day/ 200 million users
- See what people are talking about
- 140 characters or less
- Share #info about events, promos, and specials

Twitter Examples

- [Savory Salads](#)
- [Norton's U.S.A.](#)
- [Barrington Area Library](#)

LinkedIn: Why Your Business Needs It

- Largest business networking site
- Recommend businesses/people
- Share your expertise in blog posts
- Job Seekers

LinkedIn Examples

- [Eleanor Anne Sweet](#)
- [Bob Podgorski](#)
- [Paul M. Heinze](#)

Pinterest/Etsy: Why Your Business Needs Them

- Pinterest *“drives more traffic to websites and blogs than Twitter, YouTube, Google+, and LinkedIn combined.”*
- Etsy lets you build your brand and customer base
- Market your products on Pinterest; sell on Etsy

Pinterest

- [Meatheads](#)
- [Heads Up Boutique](#)
- [Carol & Company](#)

Etsy

- [ShugieShop](#)
- [Carla Bank Art](#)
- [The Art in Tara](#)

Learn more!

- [Etsy and Pinterest- Wednesday, May 6](#)
- [Create Your Own Business Video, May 20](#)
- [Lynda.com](#)
- [Zinio](#)
- [Gale Courses](#)
- [Mashable](#)
- [TechCrunch](#)