

# Using Social Media for Business



*by Mary Kelly, PhD*



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The triad of social media, LinkedIn, Facebook, and Twitter are rapidly becoming necessities in almost any business looking to market or increase market share. YouTube, owned by Google, is making fast progress to catch up.



### LinkedIn

LinkedIn is all about business. LinkedIn connects business people looking to conduct business with other like-minded people. It allows you to keep track of the people you work with often and helps you get to know them better. It features a rapid people search function for your contacts as well as for your contacts' contacts, the people in your groups, and thousands of others. It is more formal than other social media sites and people adhere to the business atmosphere. How can this be used in business?

#### **Hire people**

My most recent employee hire is someone I found in a LinkedIn group. I have never met him, and we have only had one phone call. He is fabulous. How did I find him? I posted a description of the

job position, and he, as well as others, responded. His resume was beyond impressive, and his 25 recommendations on LinkedIn all verified his resume. Everyone who posts a recommendation must list their name and those looking to verify the recommendation information can contact the recommenders on their LinkedIn profile. When people recommend connections on LinkedIn, they do so with their own reputations. In this case, his recommendations spoke to exactly what I was looking for.

### **Verify business opportunities**

If someone calls me about anything to do with a business venture, I look them up on LinkedIn to see if they are serious contenders in their industry. I also check out their contacts. This is how I verify credibility. If you are serious about growing your network, and serious about work, you need to be on LinkedIn.

LinkedIn also makes it simple to list your own company and website, which makes it easy for people to find you.

### **Be an expert**

LinkedIn has a fascinating question and answer segment which allows you to not only solve problems for other people, but also get your own problem solved by experts in their field.

### **Connect with the past**

The other aspects of LinkedIn that many people find helpful is called the advanced people search function. This allows you to search for individuals by position, by company, or by location or all of those together. Friends, former employers and colleagues, advance search features give you sophisticated tools to reconnect with potentially valuable professional contacts.

### Post Your Praise

LinkedIn makes it very easy for your customers to recommend you. The easier you make it for them, the more likely they are to take the time to do it! Go to the recommendations tab at the top and ask some of your trusted colleagues for recommendations specific to you as a professional. Encourage them to be specific and focus on the results you provide. Comments such as *"Mary is great!"* or *"Mary was wonderful!"* sound nice, but they do not describe what I do, or the value I provide to a business client. *"Mary provided timely economic expertise and leadership advice that allowed us to increase productivity immediately. Mary's advice saved us \$567,000 for the year"* is a much stronger recommendation.



### Facebook is not just for kids

With over 500 million users on Facebook, statistics claim that the average Facebook user checks into Facebook more than once a day, and spends over 55 minutes per day on Facebook. Tech savvy young people claim they check Facebook, whether on their mobile phones, on computers, or on iPad units constantly throughout the day. Businesses have to reach this target market. A Facebook business page allows you to easily connect directly to your customers in a relaxed, casual manner. Make sure the information you share is relevant, amusing, and most of all current and your customers will use this technology as a way to engage you in return.



### **To blog or not to blog, that is the question**

The word on blogs is blog if you have something to say. The “bots” or “spiders” who search the depths of the online universe when you conduct an Internet search, whether it’s on Google, Yahoo, Bing or anywhere else like new data as well as long-term websites. Blogs are often easier to update than a webpage and are generally more informal than website articles but not as informal as Facebook.



### **Is Tweeting for the birds?**

140 Characters = Tweet. Tweeting isn’t just for the birds. Tweeting has fallen off a bit, but it still draws a fan base and it still helps the search engines find you. Google recently incorporated real-time data into their search engine optimization making Twitter the number one search engine for real time happenings from natural disasters to traffic accidents to the latest in celebrity gossip. With all those people hanging around to gossip, that’s quite an audience if you choose the right content to engage them.

Still, truly, nobody cares that you had a tuna sandwich for lunch. Unless it was fresh tuna, caught on a boat, in the middle of the ocean, on your vacation, off the big Island of Hawaii. That is interesting.

Some other private data should be kept private, such as which sock you put on first in the morning. Twitter only gives you 140 characters with which to make a point. Don't waste them. If you aren't interesting and relevant, your audience won't be engaged.

If you are including a website, shrink it before posting it on twitter using [www.tinyit.com](http://www.tinyit.com) or [www.tinyURL.com](http://www.tinyURL.com) to shrink the website address down to just a few characters.



Can you really afford to ignore the 500 million Facebook users? 300 million YouTube visitors? 60 million daily tweets? Google didn't think so. In 2010 Google made major changes to their search engine, fully integrating the ability to search real time data as it is published to the social media sites into its capability. Not only does social media allow you to directly access unprecedented numbers of potential customers, but it also allows you to the unfiltered reactions of millions of individuals to a nearly limitless number of situations. If you know what information you need, you now have unparalleled access to find it.



With over twenty years of leadership experience and a diverse background leading teams in the U.S. and abroad, Dr. Mary Kelly makes leadership a reality for all levels of an organization. She trained over 10,000 military personnel and led multi-cultural teams in 11 countries.

Dr. Kelly delivers tools that increase productivity and profits. She is a renowned leadership coach, speaker and author, specializing in maximizing available resources. She has extensive experience in human resources, finance, insurance, organizational leadership, and project development.

Dr. Kelly generates solutions to complex business problems. She is energetic, engaging and perceptive, and as an executive decision maker, she knows the importance of strategic planning. Her entrepreneurial acumen, and insightful ability to creatively problem solve enable her to transform corporate cultures and structures.

