

THE SMALL BUSINESS SOCIAL MEDIA CHEAT SHEET

With one in three small businesses using social media, it's no longer enough to just have a website, 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.

SOCIAL MEDIA PLATFORM OVERVIEW

TWITTER	FACEBOOK	YOUTUBE	GOOGLE+	TUMBLR	DIGG
A microblogging service that enables users to send text-based posts of up to 140 characters.	A large social network where people create profiles, exchange messages, and report status updates.	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.	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.
<h3>PROS</h3>					
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.	Great platform to share content and links with a younger demographic of bloggers.	Gives brands the opportunity gain a large amount of exposure.
<h3>CONS</h3>					
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.	Administration is difficult and some small business owners find most clients don't use Google+.	Images tend to garner traffic, but most of the 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.
- Follow other users that are in your field, clients, and customers.
- Make it onto #FF (Follow Friday) lists. These lists recommend other Twitter users follow you.
- Recruit followers by letting people know you've joined Twitter. Post to other social media platforms and websites with links back to your Twitter.

- You must set up a personal profile before you create a company page (it is against T&C to create a profile for your business).
- Create your company page and add company information, photos, videos, upcoming events, and links back to your website.
- Join groups on Facebook that are relevant to your business and company interests.

- Before you set up a YouTube account, you must first decide if video content creation will benefit your business.
- If the answer is yes, set up your YouTube account. Your account will be linked with any Google accounts you have.
- 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.

- Google+ provides a step-by-step guide to setting up your Google+ page with the ability to customize your page's public profile.
- Add team members, VIPs, and customers to separate Google+ circles to organize your news feeds.
- Connect your Google+ page to your website using the Google+ badge.
- Begin posting content such as status updates, videos, or photos to your Google+ page.

- Tumblr requires a bit more planning and designing than the other social media sites. You need to choose a theme when creating a profile.
- Begin to post. The most popular Tumblr posts often have images associated with them.
- When you create posts on Tumblr you can have them instantly shared with your Twitter and Facebook feeds.
- Follow other blogs from clients, customers, and fellow businesses.

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

LEARN THE LINGO

Reply: Use this to address a public 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.

Like: This allows other users to know if you appreciate a particular post.

Poke: A way to interact with friends and has flirting connotations. Avoid in business matters.

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

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

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

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

Circle: A categorization system for friends and followers.

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

Blue: When a post is marked with a blue button, it is only for people in your circles.

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

Dash: Short for dashboard, it is the main news feed of Tumblr blogs you follow.

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

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

Reblog: Users can reblog posts they enjoy to their own blog.

Digg: Refers to users liking a post.

Top News: The main page of Digg that shows the most shared posts on Digg.

SOCIAL MEDIA AUDIENCE SIZE

Just how many people can your page reach? Below are the most recent figures on the number of registered users for each platform.

TWITTER	FACEBOOK	GOOGLE+	YOUTUBE	TUMBLR	DIGG
100 MILLION	800 MILLION	62 MILLION	490 MILLION	41 MILLION	17 MILLION

*TUMBLR USERS

SOURCES: FACEBOOK.COM | TWITTER.COM | YOUTUBE.COM | TUMBLR.COM | DIGG.COM | PLUS.GOOGLE.COM | SOCIAL.MEDIANAMER.COM | DATAFALL.COM | BUSINESSCOMMUNITY.COM | PAPERBAGS.COM | TUMBLR.COM/ACTIVITIES.COM | TUMBLR.COM

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