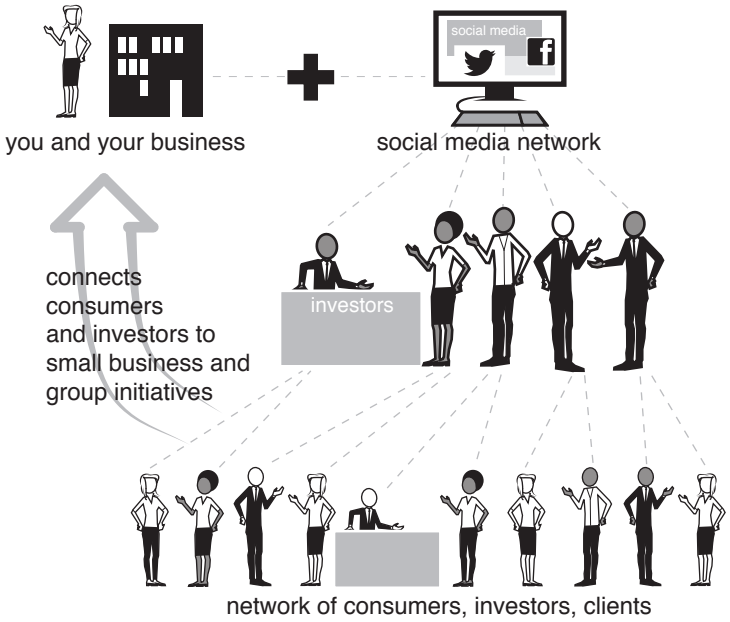


HOW DO I...

START A SOCIAL MEDIA MARKETING STRATEGY?

Social media can be a great tool to help meet your goals and objectives. By utilizing online social media resources such as Facebook and Twitter, you can share information, host a conversation, and communicate quickly and easily with consumers or followers. This guide provides insight on how to use social media as a tool for accomplishing your goals.



GETTING STARTED

- 1 PLAN.** Define your goals by laying out a timeline of where you see your initiatives or business in the next 1, 5 and 10 years.
- 2 RESEARCH.** Research social media tools that best fit your social media strategy. Facebook, Twitter and Instagram are a few of the most popular social media tools. Decide which social media strategies fit within your overall goals by researching, identifying your customers' habits, and knowing how frequently you intend to post and what you will post (see back).
- 3 CREATE A PRESENCE.** Set up accounts with the social media tools that best fit your needs.
- 4 START THE DIALOGUE.** Start building a network of "friends" and "followers." At this stage you will develop stronger relationships with others on social media sites by sharing information, news and events.
- 5 KEEP UP AND EXPAND.** Continue to share, connect and engage through social media. Review your strategy and feedback to see that it aligns with your overall business goals. Make sure you have time and staff to keep up!

What are the popular social media tools?



Facebook: Facebook is a great platform to showcase your business and its unique features. Facebook's "timeline" function allows users to follow your business and its changes over time.

Twitter: Twitter is a social media platform that allows you to interact with your followers and fellow businesses in real time by easily communicating with your followers with short quick messages.

Instagram: Instagram is a great way to post photos of your business and/or products for business employees and customers with a smart phone. It's a great visual resource to highlight your business.

*Use a combination of these and other social media tools to reach different audiences! You can access these tools on your computer or as an app on your smart phone.

How do I use these social media tools?



Facebook:

1. Go to www.facebook.com
2. Create a user name and log-in
3. Create a profile
4. Search businesses or people you know and "friend" them
5. Post information on your page such as news, upcoming events, or fun facts to get people engaged and interested
6. Be sure to "Like" other businesses or organizations pages and posts to help build a relationship with others
7. Keep up to date with posts on a daily or weekly basis

Helpful websites:

www.facebook.com/business/overview

Twitter:

1. Go to <https://twitter.com>
2. Create a user name and log-in
3. Create a profile
4. Search businesses or people you might know and begin to follow them
5. Tweet messages and interesting pieces of information on a daily basis

Helpful website:

www.wikihow.com/use-Twitter

Instagram:

1. Go to instagram.com
2. Create a user name and log-in
3. Create a profile
4. Search businesses, people or hashtags to start connections.
5. Post pictures on a regular basis to share with others

Helpful website:

www.wikihow.com/use-Instagram