

# Supporting Business on Social Media

Facebook is the second most visited site in the world! Google #1, FB #2 YouTube #3

## Why do we use social media? And for Business?

To promote your business, build your brand, **AND** create brand ambassadors out of your network.

## Do you have the right type of page?

Personal Profiles are noncommercial, individual profiles

Pages are for businesses, brands, organizations. Multiple authors, with varying levels.

- Business can connect to business
- People can connect to business
- Business **cannot** connect to people

To convert your page: <http://on.fb.me/1QFHRRV>

## How can you support other TVBP members?

- Share your wins. What's going on in your business? New customer or product?
- Share the wins of your network. Brag about your fellow TVBP member. Share their posts! (Don't just "like" it)
- Tag other businesses (example: @TierraVerdeBusinessPartnership)
- Like AND Comment on other posts in your feed. Make yourself visible.
- Share your expertise. The most popular posts are:
  - o Lists (Top 10...)
  - o Tips (learning)
  - o Demos (videos)

## Tips

- Time Saver: Schedule your posts (business pages only) <http://on.fb.me/1NOV5qU>
- ALWAYS use images. You don't have to be a photographer or graphic design professional. Try apps like [Word Swag](#), [PicLab](#) or [InstaQuote](#)
- Are you seeing most recent posts? Check your News Feed – are you viewing **Most Recent** or **Top Stories**?
- Respond to customers in a timely manner. Facebook now displays your response time!

## Wrap Up

- Use right type of page
- Like and COMMENT on posts.
- Tag each other

## REFERENCES & MORE INFORMATION

### Getting started

<http://www.socialmediaexaminer.com/getting-started/>

### 2015 Social Media Marketing Industry Report

<http://www.socialmediaexaminer.com/social-media-marketing-trends-for-small-business/>

**The 7 Musts of Customer Service on Social Media**

<http://www.entrepreneur.com/article/233541>

**12 Social Media Facts and Stats You Should Know in 2016**

<http://www.makeuseof.com/tag/12-social-media-facts-statistics-know-2016/>