

## "Introduction to Social Media - How and why you should use different platforms"

Facebook, Twitter, Pinterest, Instagram, LinkedIn and Snapchat and Hootsuite

The following information provides a brief overview on the above six social media platforms and the Hootsuite social media management tool. It highlights their potential target audience, and offers suggestions as to how your business can benefit from using them. We hope that you are able to find the information you are seeking below and invite you to connect with [us](#) at any time should you wish to know more.

**Facebook** – The oldest and best known of the Social Media platforms. Facebook is guaranteed to reach some of your audience through their extensive user base of over 250 million people worldwide. In addition to individual users; businesses, social organizations, schools, and other enterprise are using Facebook to connect with potential and current clients on a daily, hourly, and even minute by minute basis.

### Why use Facebook?

- Direct engagement with your current followers and endless opportunities to reach new clientele
- Opportunities to communicate news and upcoming events/promotions with your user base
- Great way to receive feedback from users who prefer social media as a means of communication with business
- Analytics based on your account can assist in tracking the effectiveness of your campaigns and offer a sense of who is viewing your communications
- Options to purchase targeted advertisements with international reach
- Offers opportunities to engage with new users who you may not be able to otherwise target
- Budget friendly
- Offers opportunities to connect with other like services in your area or around the world
- A great place to be if you want to be easily found by users who may not be familiar with services in your geographical location
- Perfect space to ask questions and share surveys allowing your current users to provide input on what you are planning to do, and offer input on what they would like you to do

## What you need to know/do

- You may consider adjusting your Facebook account settings so that the general public cannot post items to your wall. This is easily accomplished by adjusting your privacy settings. You may not want anyone posting anything as this makes you vulnerable to spammers and frustrated people.
- People will be able to comment on your posts, this is generally a good thing. You do need to have a champion managing this method of communication and dealing quickly with those who are adding positive and negative comments to your posts.
- Public posts and comments can be a positive or a negative to you depending on how they are managed. It is possible to repair a problem by engaging with negative posters, and the general public will get a sense of how your business responds to negativity. It is also possible to grow your user base by your positive communications with those who already like you.
- It is important to remember that your posts instantly become shareable to those who see them, and as we teach children in school – you only post materials that you would be proud for anyone to see, today and for eternity.

**Twitter** – Briefly communicate updates, connect with others, become friends, build relationships, and network.

### Why use Twitter?

- Twitter can be used to make your business more visible online and through web searches
- To build relationships with your existing communities
- To develop new relationships that can be mutually beneficial
- To create a public domain where your culture, authenticity and caliber are in plain sight
- To share news about exciting events and partnerships

## What you need to know/do

- Improve your profile by adding a background photo; these could be seasonal, themed, or images of your product(s)/branding
- Provide your website in your profile
- Create a hashtag for your business and tweet using it. For example, if you use #FastWarren, then every time a Twitter user searches #FastWarren, they will find all tweets that have used it. Every time your business runs an event, a conference or any other collaborative activity, you should ask all Twitter users nearby/involved to use it with their tweets.

(Ex: @TeamFastWarren “@KSMC – Thanks for the opportunity to share my knowledge of social media with the group! It was a pleasure. #FastWarren #socialmedia” – Link a photo of the group listening attentively.

- Improve the description of your business to attract your target market. This is a space you get to advertise who you are for free, use its potential.
- Begin to follow the type of accounts you would like following your account. Often when people explore a new account, they look at followers and those followed to help make a judgement about the quality of the business, product, etc. Follow clients, local businesses, government, businesses you would like to partner with in future, news entities, like-minded people/organizations etc.
- Some accounts worth following to get you started; @InnovationCan, @OntEconomy, @OntInnovation, @YGKTraffic, @YGKInc\_Mag, @OntarioLMR, @UHKF, @AwesomeKingston, @KingstonEcDev, @kingstonchamber, @FT, @downtownkingston, @MsCGrove, @TeamFastWarren, @SustainableKtwn, @EntrepreneurCAN, @Startup\_Canada, @canadabusiness

**Pinterest** - A social media bookmarking and sharing site. Widely used worldwide, Pinterest is quickly becoming a mainstay in the social media world. Pinterest is made up of accounts that collect and share visual bookmarks which can link you to a site, article, video, idea etc., found on the internet. It is a place to collect and share ideas that matter to you. It is estimated that in between 50-70 million people are using Pinterest worldwide. This number is not expected to stop growing according to industry experts and e-researchers.

### [Why use Pinterest?](#)

Pinterest is about you, it is where you grab ideas and images, thoughts and musings from the internet and tell the world you like them. It's a way of showing your personality to the world. It's also a fun place to find things that you like and learn more about them.

### **What you need to know/do**

- While Pinterest may or may not serve you by creating direct revenue or leads, it is increasing in popularity and is a fun way to also collect information and learn about what other people are doing/interested in.
- Pins = Online bookmarks; think of them as extremely organized bookmarks in your browser that other people can look at and learn about you
- With the right person operating the account, Pinterest can only serve to both increase presence on the internet and drive traffic to your website.
- Pinterest now has a feature which allows a business to pay for promotional pins making the purchasers pins appear more prominently when users search keywords. Currently this feature is available only to accounts that are US-based, but there is a link to be put on the waiting list when they beta test it globally [here](#). It is good to add your name to the list, even if it is a few years away. When that happens, you will be offered preferred and advanced access.

- Pinterest is a great place to share cool ideas, resources, articles, images or videos.
- Find a staff person who is keen and loves to find interesting projects and information online/with Pinterest. Have them make an account and provide the login information to administration. Let them go and see what happens. Ask them to share some of their findings periodically.

**Instagram** – A social media site for sharing pictures and brief comments. Loved by teens and celebrities. 300 million people accessing the app daily with 70% of traffic coming from outside the US according to that company. Great if this can be used as it increases web presence and can drive traffic to the website.

#### Why use Instagram?

- To share moments and up to the minute event photos
- Budget friendly
- It has really fun features so the user can have fun editing and enhancing photos

#### **What you need to know/do**

- A good person to operate an account like this is someone who is regularly photographing events and happenings related to your business. They can offer a brief explanation of the photos in the post below.
- If you share photos on this platform, people will be able to share and comment.

**LinkedIn** – The social media site for professionals and job seekers. LinkedIn users provide career and volunteer profile details similar to a CV, and connect with former colleagues and classmates as well as network with new and interesting contacts. LinkedIn has [over 380 million users in over 200 countries](#).

### Why use LinkedIn?

- To exist within the professional social media space
- Budget friendly
- To promote job opportunities
- To provide information about your business within this extremely popular professional platform
- A business can post articles and share information with their network and anyone who searches for them.
- A way to ensure that your employees and alumni will be able to select your business from a list of companies and present your logo within their profile

**Snapchat** – A rapidly growing application that allows users to share pictures and links.

Snapchat boasts over one billion views on their platform per day globally. Users must follow you and then physically open the snaps that you send. This means no getting lost in the shuffle – for now...

### Why use Snapchat?

- To learn about a new application before your competitors – be in the know
- To be a participant in something new and exciting
- To offer a glimpse inside of events and functions that the general public would not usually see
- To set yourself apart from your competitors by demonstrating that you do not fear new things
- To build relationships with other early adopters/millennials
- To be ahead of the game if/when Snapchat takes off as a business tool

**Hootsuite** – Hootsuite is a social media management tool. Their basic plan is [free](#), so you can try it without risk if you are getting tired of the effort required to keep on top of your social media communications. Hootsuite can help you manage most of your social media networking tasks with relative ease.

## Why use Hootsuite?

- To simplify your daily social media marketing routines
- Because Hootsuite will send you a weekly report on your basic analytics
- Hootsuite has a mobile app – while it may be easier for some of us to use our desktop to access the service, mobility comes in handy when we need to be in several places at once.

We hope that this white paper has given you a starting point in making decisions regarding your social media path. Please don't hesitate to get in touch with Carissa @TeamFastWarren, [carissa@fastwarren.ca](mailto:carissa@fastwarren.ca), [www.fastwarren.ca](http://www.fastwarren.ca) +1 613-540-1852 or by yelling her name at the top of your lungs in the Kingston area.

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