

Online communications – What’s the best strategy for *your* business?

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LinkedIn

Business-related networking site launched in May 2003, mainly used for professional networking.

According to Quancast, 2011 figures

- 26% of LinkedIn users are aged 18-34, and 70% are aged 35-49 and 50+.
- 75% of LinkedIn users are college educated, with 27% at the graduate school level. Unsurprisingly, 39% of LinkedIn users make over \$100K annually.
- For those who have argued that using social networking sites for recruiting purposes may be discriminatory, we can see that the male/female split is very close to 50/50 – and even closer than it was back in September 2010.

LinkedIn has both personal and company profiles. Very useful networking tool.

Facebook

The world’s largest social networking site, it launched in February 2004. Facebook Pages help businesses, organizations and brands share their stories and connect with people.

- Only create a company page if you are ready to commit to its upkeep
- Post at least one update a day – two or three is better
- Don’t post more than every three hours
- Vary your posting times
- Vary your content
- Know your audience
- Connect to your blog

Twitter

Twitter connects businesses to customers in real-time. Businesses use Twitter to quickly share information with people interested in their products and services, gather real-time market intelligence and feedback, and build relationships with customers, partners and influential people. From brand lift, to CRM, to direct sales, Twitter offers businesses a chance to reach an engaged audience. (<https://twitter.com/about>)

Some ideas for your first tweets (<http://EzineArticles.com/4755245>)

- Celebration of a company anniversary
- Announcing a new partnership or alliance
- Receiving an award
- Publishing a new article or blog post
- Promote a sale or holiday sale
- Announcement of free information or resources
- Publishing of a book or ebook
- Promote a campaign
- Promote a cause or create awareness about something that is important to you
- Ask a question
- Pick an industry hot topic & do a series of tweets about it



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