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A Free Guide

Social Media Guide for Twitter, Facebook & LinkedIn for business



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01. About this guide

Social media in has revolutionised the way in which companies communicate with their customers and contacts in recent years. This guide is to give you hints on tips on tow of the most popular social media platforms.

"Their proposal was highly competitive, and they have produced a sharp, crisp website within a realistic time frame."

Gavin Davey OBE
The Gannochy Trust

Social media namely Twitter, LinkedIn and Facebook help businesses to achieve higher rates of interaction and customer satisfaction as they allow a company to react instantly to comments and feedback while allowing customers to interact with them publicly.

Twitter is more so a communication tool rather than a purely promotional marketing device as it is based around conversations and relationships which are now becoming the backbone to every company's marketing ethos. A successful Twitter account does not 'sell' to followers in one continuous stream and relies more on creating a long lasting relationship with followers.

In today's day and age it is nigh on impossible and not advisable to shy away from social media and it's potential benefits to your company. You may feel you have a good grasp on social media and networking but you may feel that you would just like some one to take it from the top in a simple manner and go through the process step by step for example: what is Twitter, why should my business utilise it and how do I do it?

This guide aims to take you through the fundamentals of social media and give you the tools and knowledge required.



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02. Twitter

Twitter is a 'microblogging' platform where users can post as long as what they are saying is less than 140 characters, hence the term 'micro'. It provides a platform for people to communicate and to stay connected

How Do I Use Twitter?

One of the main attractions of Twitter is that it's very simple to use. To begin using Twitter all you have to do is to go to www.twitter.com choose the 'sign up' option and follow the steps. Ideally your Company Twitter name will be your company name as it will expose your company name to more people that something unrelated e.g. PoLRweb

Once you are signed up you will see a page which looks like the image below.



There you can see how many followers you have and how many are following you.

This dashboard also lets you easily discover other people who may be interesting and see trending topics which can inspire tweets!

"From the outset we knew that they had an understanding of the site that we wanted to create, and we are delighted with the result. Their constant communication from our initial meeting through to the site going live has been appreciated and has led us to a website that we are very happy with."

John Rowan
New Look Kitchens.

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In the main Tweets column on the right hand side you will see the stream of Tweets from all the people you are following so you can choose to converse with them if you wish!

In the box title 'compose new tweet' is where you write and submit your updates, you can get started straight away by typing what you decide into the box and hitting Tweet, it's that simple.



The followers and following system is one which is also easy to grasp. In order to follow someone you would go onto their Twitter page and hit 'follow,' you will now be able to see their tweets on your twitter feed. When other users go through this same process with your twitter account they will now be following you.

Twitter is not a contest to see who can amass the most followers, you should aim to follow people who would be of interest to you, are existing contacts and customers, potential customers or even your competition!

Twitter Jargon

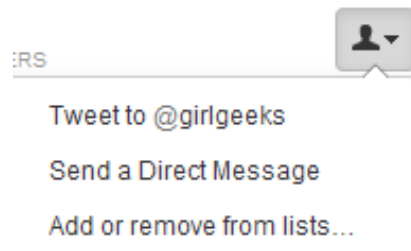
@ users_name (e.g @PoLRweb) – use this when you want to address someone directly to instigate a chat. If you see a tweet and you would like to chat with that person you can either: hover over a tweet from them and click reply or start your message in the update box with **@(users_name)** then type your message. The person you are **@replying** to will be able to see your tweet your followers wont unless they follow both of you.

DM (direct message) – direct message is used in twitter when you want to send one of your followers a private message (you cannot sent a **DM** to someone who is not following you). You can send a DM in three ways:

- click on Me at the top of your browser then the email icon on the right of the next page. Once the DM box appears you can either start a new DM or reply to an existing one
- put a **D(user_name)** then your message in the updates box.

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- click on the user profile and then on the head and shoulders icon and select Direct Message



#hashtag – every day on Twitter millions of people are discussing millions of different topics hashtags (#topic) are a way of uniting tweets that share a common theme across Twitter globally. They allow users to search for a specific topic and receive the results in real-time as more tweets are added with that specific #hashtag. If you seen social media was trending and you had a tweet you wanted to add then you would write it then add #socialmedia at the end of it. You can also use hashtags to search for topics by putting #socialmedia into the search box.

ReTweet RT - Retweet is a Twitter facility that lets you forward on a tweet from someone you follow and share it with your followers. This is a handy tool for spreading the message of you ask your followers to retweet one of your messages.

Bit.ly Ow.ly etc – bit.ly is a website which allows users to shorten links that they wish to post on twitter. A link is an interactive bit of text that takes the user to the destined web address. This is useful for when you do not want to use up your valuable 140 characters with long links.

Accessing Twitter

There are many platform you can use twitter through each with their own advantages. You can access via the web, mobile, browser or desktop. It really is a matter of personal choice but here are a few popular ones.

- [Tweetdeck](#)
- [Tweetcaster](#)
- [Twitter App for Android](#)
- [Echofan](#)

Twitter tip – when you first begin try sending your existing contacts a polite email alerting them of your Twitter account and invite them to follow you, this should start you off.

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What can Twitter do for your business?

This is possibly the most important question you may ask, yes, Twitter is good for keeping in touch but what about business? Is it worth the time and investment? Will it really give anything back?

Like anything else, Twitter will give back what you put into it. If you Tweet only for sales or only about your own products then you may well be disappointed. If however, you are more interested in building a reputation and showing yourself to be knowledgeable and helpful then people are more likely to interact with you and promote you through word of mouth.

Twitter enables you to gather competitive intelligence, to manage and combat what is being said about your company online an indispensable tool in the pro-active management of your company's online reputation.

It allows you to pro-actively respond to your customers in near real-time, discovering improvements that could be made from your customers feedback. Twitter also allows you to target your communication by searching for the people of most interest to your company and beginning to create a relationship that you may not otherwise have come close to doing.

Twitter can be used for the building of your brand, your Twitter account can be utilised to showcase for example the owners personality (Richard Branson) or to create the personality of the brand (Aleksander, comparethemarket.com). Establishing a brand identity is one step in the creation of a powerful brand.

Recent research has shown that people are increasingly trustful of what they read about a company online (online reviews, blogs etc...), brand perceptions and purchasing decisions are increasingly being influenced by internet communications. Bearing this in mind it is apparent that Twitter is the perfect platform to buy into this change in the consumer mindset.

Word of mouth marketing is one of the biggest trends in the world of business communications the information that is conveyed between users on Twitter greatly influences buying decisions and Twitter allows consumers to express brand affecting thoughts from anywhere. Twitter is a powerful marketing tool that closes the gap between customer and business allowing owners to interact much more closely with their customers and to manage their brand more effectively.

Most importantly of all Twitter allows companies to get noticed and to get their brand out there!

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03. Facebook

Facebook is a social networking platform that allows users to create profiles and connect and communicate with their friends. It is used by businesses who set up Facebook pages and use them to connect with and interact with their customers or 'fans'

"Working with Polr has restored our confidence in the maze of web design, seo, and web site management companies out there."

Gary Hely
HairCareShop

How do I use Facebook?

The main attraction of a Facebook page to a business owner is the sheer potential scope of reachable targets, customers who may be looking for your brand or product. A Facebook page will be an integral part in your company's creation of brand awareness, we live in an information generation where consumers want to know everything about a brand from ethos to ingredients.

Facebook is now widely used as an integral part of a business social media strategy, the whole premise of social media for business is to get your company's name out there, interact with customers and build relationships with those customers; that's exactly what Facebook enables you to do.

Facebook may seem daunting in the start but it is actually very simple to use, in order to join Facebook all you need to do it go to www.facebook.com and choose the option sign up, go through a few easy stages and you will have your own profile. Now you have got your profile you can go about customising it, connect with your friends, add pictures and you are ready to go.

Creating a Facebook business page

Facebook page enables you to communicate effectively with your customers both existing and potential.

To use facebook for business (i.e. create a company page) you must have a personal account.

Most businesses who are aiming to use Facebook would create a Facebook page: the graphic below is an example of what a Facebook page looks like. It looks like a normal profile apart from instead of friends there are people who 'like this page.'

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To create a page all you have to do is go to:

- www.facebook.com/pages/create.php

With a Facebook page you can interact with you fans, keep customers updated of any important news, and add pictures or links. Facebook pages can also be beneficial towards your search engine optimisation strategy as Facebook pages are indexed by Google.

After you have created your Facebook page you can use it just like you would your personal profile. The differences are on a Facebook page you can view your visitors statistics (insights) which will show you how many people engaged with your page and how many people liked you page.

From this page you can also quickly and easily set up advertising, invite friends and send messages.



If you want to edit your page you can do so from the Admin at the

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top of the page (available to admins of that page only).

It is worth going through the admin settings of your site to ensure the privacy etc is set up how you'd like it to be. By going to Admin → Edit Settings you can change items such as page visibility, tagging ability etc.

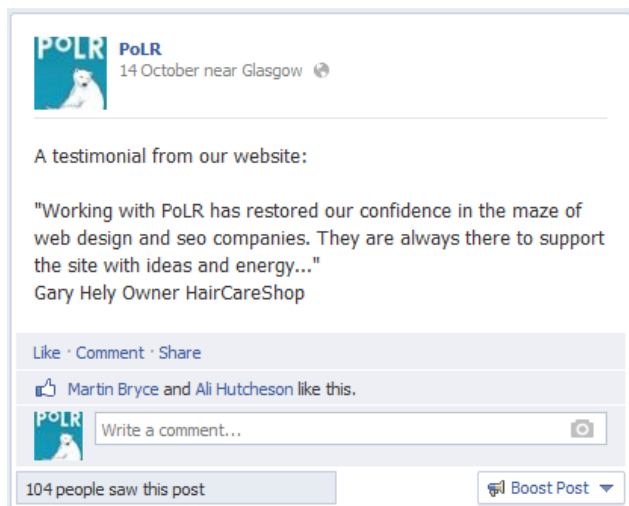
[Page Info](#) [Settings](#) [Admin Roles](#) [More...](#)

Page Visibility	Page published
Posting Ability	Anyone can post to my Page Timeline
Post Visibility	Posts by others appear on my Page Timeline
Post Privacy Gating	Privacy control for posts is turned off
Messages	People can contact my Page privately.
Tagging Ability	Only Page admins can tag photos posted on my Page.
Notifications	On Email
Country Restrictions	Page is visible to everyone.
Age Restrictions	Page is shown to everyone.
Page Moderation	No words are being blocked from the Page.
Profanity Filter	Set to medium
Similar Page Suggestions	Choose whether your Page is recommended to others
Replies	Comment replies are not yet turned on for your Page
Merge Pages	Merge duplicate Pages
Remove Page	Delete your Page

Facebook Features:

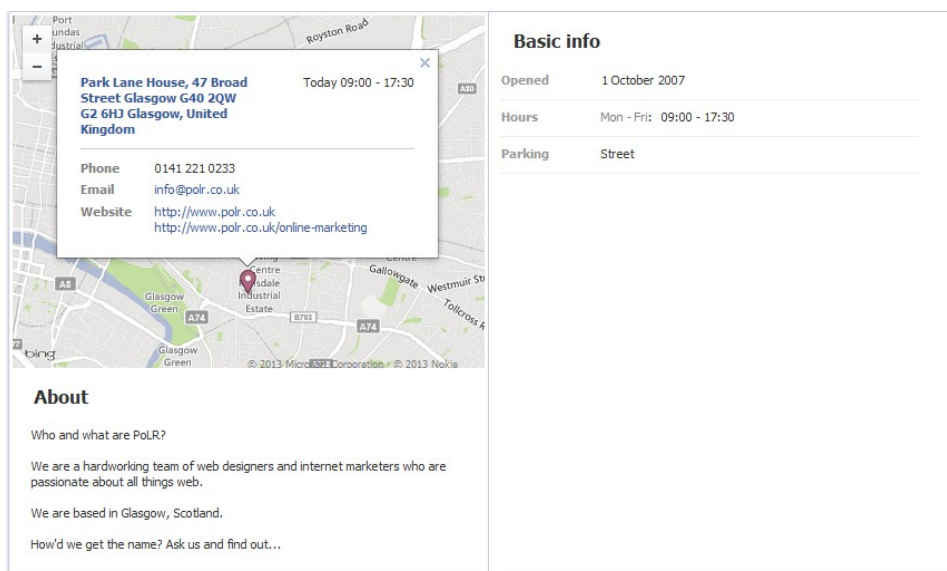
The Wall: Every Facebook has a wall on their profile, this is where your friends can post or write something on your wall for you to see, bearing in mind this is for all to see! This is also where you would display your posts to your customers and they appear on your page like this:

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Likes: Connecting with people on Facebook is the aim of the game, after all your page feed would look very lonely if it was just you! You can invite friends to like your page and link to the page from all your documentation, email signature etc. to try and garner new likes. You can also embed a Facebook Like button onto your website to encourage people outwith your Facebook friends to like your company.

About: The About area is fantastic for telling users what your page is about, show your opening hours, specialist areas and linkint to your site to name a few. Your About page looks like in the image below:



Status: Facebook allows you to add a status update in several

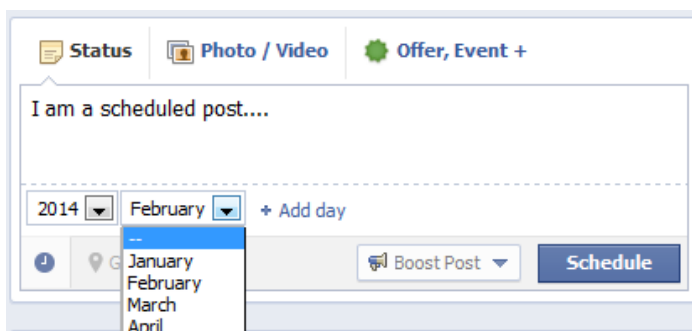
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different ways:

- Basic Event – A standard update as per your personal page, you can add links, images and videos to this for added impact.
- Event – You can create events from here and invite users for example a social media seminar!
- Milestone – Use milestones to highlight important dates in your company's history (see image below)
- Offer – You can set a limited offer e.g. a money off voucher here but you will need to set a budget to promote this.



Scheduling: You can schedule a post for the future so if you know you won't be able to update your page for a while you can schedule posts over that period so it happens automatically. Simply write a post as normal then set a date and hit schedule:



To view and edit previous scheduled posts for to Admin → View Scheduled Posts

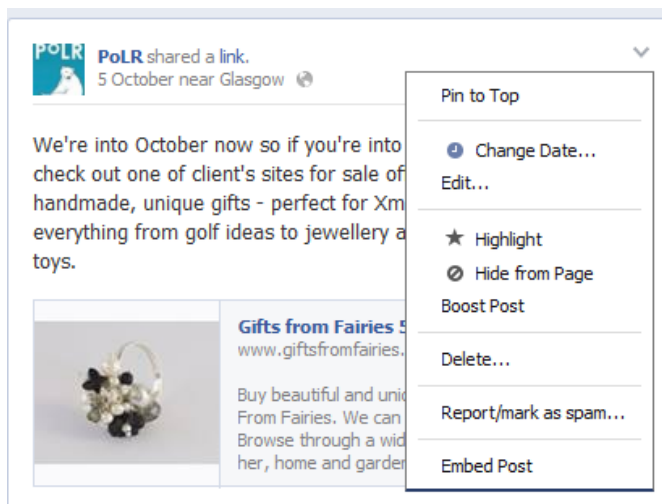
Highlighting: You can mark a post as important in two ways:

- Pin to top: Put the post to the top of the page and it will always appear first.
- Highlight makes the post cover both columns and appear to be a far more prominent post.

With both of these options it is easy to reverse the highlighting.

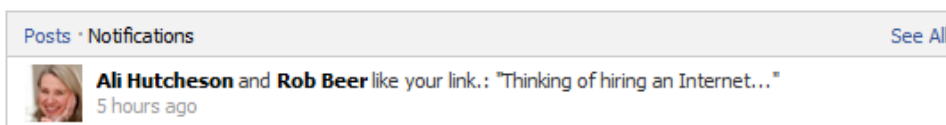
In order to pin or highlight a post you simply click on the top right of the post and choose what you wish to do:

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Comments and sharing: Facebook allows your page fans to comment on a post, like and share as they could on your personal page. You of course have the opportunity to respond to these comments too. If you do receive a negative comment it's best to reply politely than remove it.

Notifications: Facebook notifies you whenever someone has interacted with your page. For example if they have commented on your status, written on your wall, or liked one of your pictures. You will see this when you view your page for example:



Cover Image: You can use your header image and profile image to really say something about your company and its ethos. It's a fantastic tool for promoting your company.

Just be careful of the Facebook cover guidelines :

<https://www.facebook.com/help/search/?q=cover+guidelines>

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04. Linked In

Linkedin is a professional networking site that is all about connections, Linkedin allows you to form connections with existing contacts and to make new ones through mutual connections.

Linkedin operates a 'gated-access approach,' this means that there has to be some degree of pre-existing relationship before a connection is made; this is to build a network of trust between users.

Linkedin is a business orientated social networking site which presents users with:

- opportunity to strengthen and extend existing contacts
- re-connect with old or lost contacts
- discover business or job opportunities
- to get advice from industry experts
- to be introduced for prospective jobs
- to follow different companies, to hear if they are recruiting

How do I use LinkedIn?

Linkedin is easy to get started with, all you have to do is go to www.linkedin.com and choose the sign up option which will lead you through some easy steps in the creation of your profile. When you are signed up you will have to complete your professional profile that your connections will look at. You have to fill in:

- Your current position and what that role entails
- Your past positions and what companies they were with
- A summary of your current job, your skills and expertise (this is where you should sell yourself, especially if your are looking for employment opportunities)
- Your areas of speciality
- Past experience you have amassed and your time in

"Did exactly what we asked, on time and on budget. The communication was excellent and we always felt that we were a priority in our dealings with PoLR."

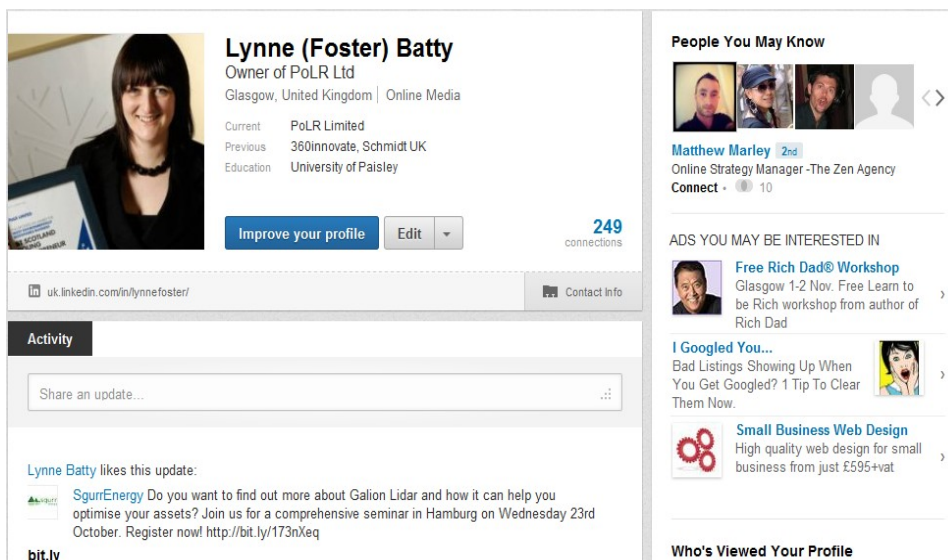
Adam Birr
Amivox

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education, what qualifications you received

- LinkedIn also allows professionals to recommend each other, if you have previously worked with or done some work for a connection ask them to recommend you.
- Also it is good for your profile if you upload a picture of yourself, it is more personable
- LinkedIn also gives you the opportunity to upload your CV

A profile looks something like in the image below:



LinkedIn enables you to look through your existing email address and add potential connections, this is a good way to start your LinkedIn profile.

It's worth connecting with people on LinkedIn after networking events so you can easily contact each other via the inbuilt messaging system.

To add a contact you can either add them as a connection or you ask to be introduced by a mutual contact (5 introductions for free then you will have to upgrade). When adding someone as a contact it is best to send them a personal message reminding them how you met as they are more likely to connect than with a standard connection message which can appear spammy, particularly if they cannot recall meeting you initially.

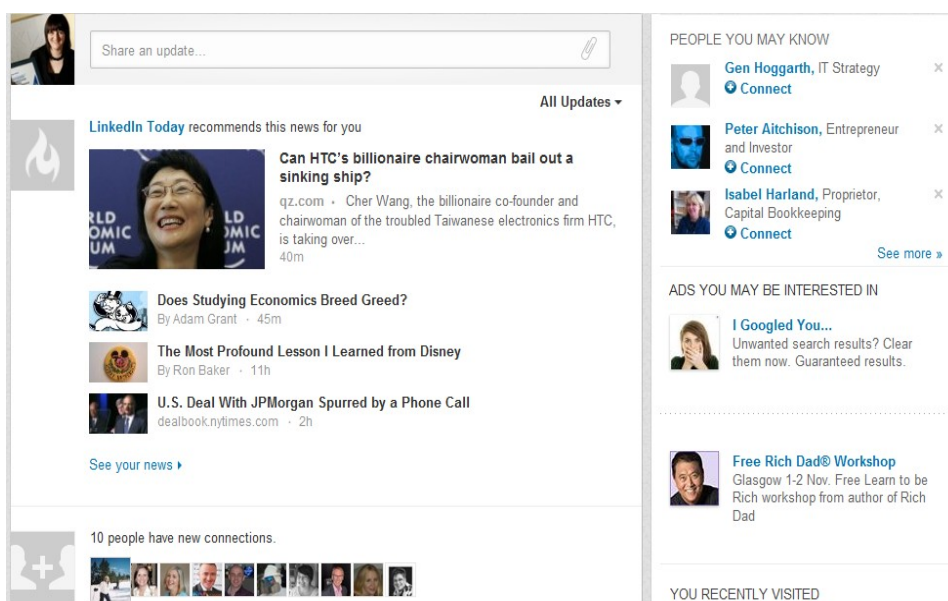
Security: You can edit your settings so users cannot see when you

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have viewed their profile but this in turn means you cannot see who has viewed yours – a useful tool if you would like to connect with someone who has viewed your profile several times – they may be looking as they need a service of yours...

Conversation: As with Twitter and Facebook, LinkedIn allows you to create status updates, view a stream of contacts posts and comment on them accordingly to begin conversation. A LinkedIn stream looks like the image below, it shows:

- People you may know and may want to connect with
- Adverts
- Who has new connections
- Job alerts that may be of interest
- Companies you may like to follow
- Job alerts such as job 'birthdays' and new jobs that contacts may have
- Who you have recently viewed
- Who recently viewed your profile



Groups: LinkedIn also allows you to form and join groups of interest so you can meet with like minded people. For example, if you have an interest in social media then you can join a social media related group and chat about latest developments, share tips etc.

Company pages: LinkedIn allows you to view and edit company pages. On a company page you can:

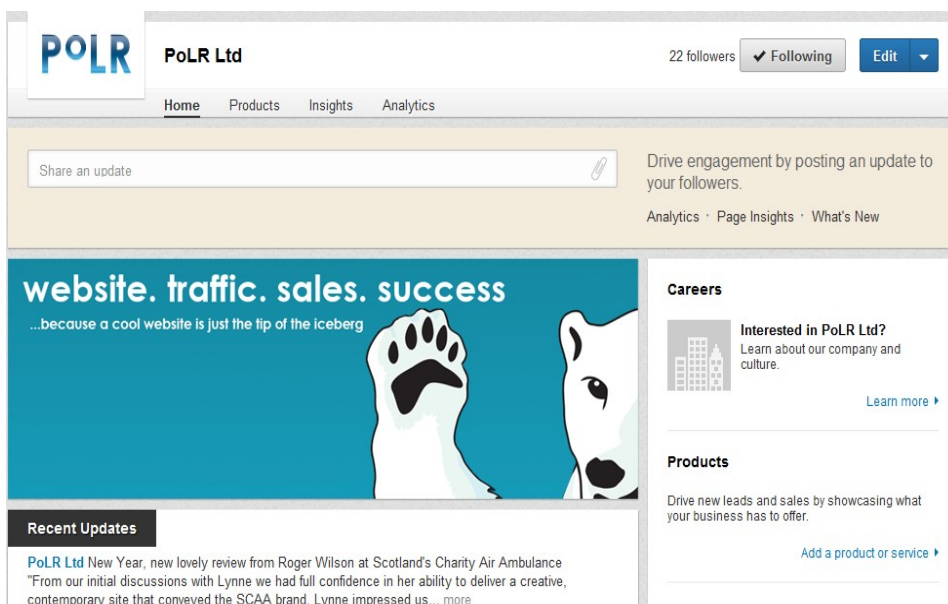
- add a status update

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- view employees
- promote the company via a header image
- upload a logo
- describe the company
- Add products and services
- View followers

From here you can also see the popularity of your status updates and see:

- Impressions – how many people were exposed to the update
- Clicks – how many people clicked on the link
- Interactions
- Engagement



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