



Tips for Using the Social Media for Business

<i>Media</i>	<i>Recommendations</i>
<p>Website</p> <p>www.1and1.com</p>	<ul style="list-style-type: none"> • Make it easy to read • Include contact information on every page • Check out your competition • Be conservative with graphics • Edit your website • Include key links • Provide “hook” to keep them coming back • Test your site • Update regularly
<p>Blog</p> <p>www.blogger.com Wordpress.org</p>	<ul style="list-style-type: none"> • Choose a good name • Select reliable host • Make sure it works on different browsers • Include key links • Be conversational • Keep your audience in mind • Use 90/10 rule • Check out competitive blogs • Update more often than you do website
<p>LinkedIn</p> <p>www.linkedin.com</p>	<ul style="list-style-type: none"> • Provide complete profile • Include applicable contact information • Link to other social media • Browse for people you know • Join applicable groups • Promote what you do – minimize advertising • Update regularly
<p>Twitter</p> <p>Twitter.com</p>	<ul style="list-style-type: none"> • Consider what’s in it for customers • Define how you want it to work • Use keywords to find information & conversations relevant to your business • Keep it simple • Use 90/10 rule • Reach out to customers – and their contacts • Expect 3 – 6 months to build following • Use regularly

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