

NEW MEXICO BROADBAND PROGRAM

INTERNET TOOLS FOR SMALL BUSINESS SUCCESS – MODULE 10 HANDOUT

Terminology and activities

Social media is a suite of online services that facilitates two-way communication and sharing of content.

There are six different kinds of social media:

Blogs

Microblogging (Twitter)

Social Networks (Facebook, Myspace)

Social Media Sharing: video (YouTube); photo (Flickr, Picasa); audio (podcast alley)

Social Bookmarking (Digg.com, StumbleUpon.com)

Professional Networking (LinkedIn)

Social Media Marketing refers to the process of gaining website traffic or attention for your business, product, or event through the use of social media sites. It leverages relationship marketing.

Facebook Business Page

- Place to promote your business
- Information is public; any Facebook user can view your business page
- No limit to number of people who “like” your page and you don’t have to approve them
- You can administer your account, or assign someone else to do it for you

The **basic steps for setting up a Facebook business page** are to:

- add content on your page
- acquire people who “like” your page
- interact with them

Set up a Facebook business page

- Go to facebook.com
- Sign up for a personal Facebook page by filling in the information under “Sign Up.”
- Click on the “Create a page” link.
- Click on the “Small Business” or “Company, Organization, or Institution” option
- Fill in information about your business
- Add a profile picture, such as a logo
- Adjust permissions using the “Manage Permissions” link in the menu
- Keep page updated, add content at least twice a week, and engage your customers