



## Social Media - A must do but how?

by Dave Whyatt, Limephusion - June 2009

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### What is Social Media, and how should a Small Business be using it?

**Social media** is a multitude of things: Online Networking, Blogging and Micro-Blogging. Examples are, LinkedIn, Facebook, Friends Reunited and eCademy. These sites are typically where you become a member of an online club with common interests. Examples of Blogging and Micro-blogging are Blogspot, Wordpress and Twitter, where you share events and activities with a closed or open group of people.

### Why should you do it?

There are several reasons why you should be involved in Social Media. Using it as marketing tool for you business is one of them. Social Media allows you to be accessible to your customers and prospects online. It builds your brand awareness. Using Social Media also allows you to publicise new products, services, changes to your website, or events you may be attending.

### Applications

In order to get the most out of Social Media, what applications or site access do you need?

**Company Blog** – Blogs can be setup either on your website or using sites like Blogger or Wordpress. From there you can share news, articles; anything you think is relevant to your company and service offerings. Once you have written an article or blog post, you now have the perfect reason to tweet it out (of

which we'll discuss later) to drive readership, increase your following and ultimately your customer base.

**YouTube** - Ensure you have a YouTube account setup to post those all-important customer interviews & testimonials. In conjunction with them being available on your website.

**LinkedIn** - Is the professional online networking site to connect with peers and old work colleges, set up a LinkedIn Group, post relevant news and views that could complement the company Blog posts.

**Facebook** - Setup a company page, again post news, events video, or podcasts, via this site. Invite fans and encourage discussion.

**Twitter** – Setup a company Twitter, checkout Limephusion 's own Twitter page. Start micro-blogging about solutions, events and promoting your services and solutions.

Retweet (repost) any relevant industry news and throw in some personal news and views to keep the whole thing grounded.

### Tools

As there are a large number available, we have limited it to the ones we use at Limephusion. We use TweeDeck, Seismic Desktop and Tweetie on our PC & MAC desktops. On our mobile we use Twobile for Windows Mobile and Tweetie for the iPhone. At the beginning of each week, we also schedule approximately four or five Tweets,

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for events or activities we have locked in the diary, for this, we use FutureTweet.

### Must Haves

This will make life easier and speed up the registration process for creating your profile on Social Media sites.

**Key Words**, you should be aware of what key words you have for your business, Limephusion have several, but the important ones to us are “Technology”, “Training” and “Technology Services”.

**Company or Personal Information**, your name, company name, email addresses and any URLs/links that are important.

Each person should have a 50-100 word biography and you'll need to do the same for your business in a 50-100 word company summary. Remember, potential customers do not know you or your company, so sell it! Photographs and Logos, make sure that you have a professional photograph of yourself and ensure your company logo is created in various file formats and sizes.

**Products and Services**, ensure you have all the information about your products and services available, links to the pages on your website. This is important if you want to get your message out there effectively.

### Make it Work

Content and quality over quantity. Make sure what you are saying is of interest to your audience. Syndicate your content across all

media, create a video testimonial interview with a customer, add it to your website and YouTube, then tell everyone to go have a look via Twitter, Facebook, LinkedIn, and your Blog. Use smart tools to save you time and keep the content interesting. With mobile phones having more and more technology in them, take a picture of a great view, seminar, and exhibition that you are at, using the GPS functionality in the phone include the location as it adds interest to your output.

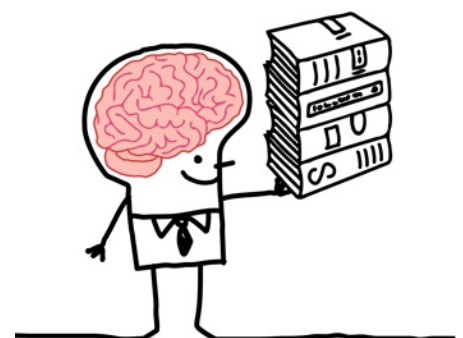
### Conclusion

From experience, it is common sense to only use three or four different Social Media tools, but be proficient at them, and do not try to do all.

Ensure that the three or four tools are cross-linked and work together.

Focus on content quality and not quantity. Be real and be yourself, let your personality come through, after all people buy from people.

Be passionate about what you present on line and most of all enjoy yourself!





## Advance

Are you using technology effectively to advance and grow your business?

Limephusion can help define and deliver the right technology solution for you or review how your current setup can be optimised.

## Review Define & Deliver

Businesses rely on effective technology. Do you know if your systems are impacting your productivity or your ability to be competitive?

**Limephusion** can review your current technology needs, define and deliver a solution from a simple upgrade to a complete system which is scalable, accessible and secure.

## Business Process Review

Businesses change and evolve over time, are your processes supporting your business needs effectively?

**Limephusion** will review your current processes, and provide a roadmap that will support and advance your business.



## Protect

How do you protect your information from unwanted access and loss of data

Limephusion can securely protect your business with our Internet control and backup service.

## Data Backup & Archive

Backing up your business data is an essential task. Local backups protect your data in the event of system failure, but what about theft or fire at your site?

**Limephusion** offers a comprehensive and robust backup service that addresses local, online and offsite protection of your data.

## Internet Control

Computer and information security is critical to any business. Are your systems protected from outside and inside vulnerabilities?

**Limephusion** will help you to protect your business from unwanted access and enables you to control what is shared.



## Promote

Do you know technology can be used to promote and position your business

Limephusion can help define and deliver the right technology solution for you or review how your current setup can be optimised.

## Podcast Production

Audio or video podcasts are portable, flexible and widely accessible. They build relationships, share information, promote your expertise, products and services.

**Limephusion** offers an end-to-end production service that ensures your podcast is professional, dynamic and personal to your business.

## Business Identity

Brand identity is key to promoting your business. Do your business communications have a professional and consistent look and feel?

**Limephusion** can create a set of templates and email signatures that ensure each communication you create delivers a consistent message.

## Phusion Services

Technology is only part of the story and we have a range of **overlay services** to help you further. From **training** you on your new system or application to setting up your **social media platform**, we offer our knowledge solutions to help **Advance**, **Protect** and **Promote** your business. From **business planning** and **advice** to **office relocation** we're here to help. If you simply wish to have an informal chat come, and talk to us.



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