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Facts for a Fiver



Many of us have friends and family members who are battling cancer or who have survived it.

This Fact Sheet has been produced as part of the [One Good Turn Deserves Another Initiative](#) which raises money for Macmillan by helping small businesses.

All monies raised go towards building the new Garden Room at Macmillan Woodlands Centre at Hinchingsbrooke Hospital, Huntingdon.

Thank you for your support

Social Media for Small Businesses



In this Fact Sheet you will learn:

- Why mixing “business with pleasure” does not work
- How to set up business pages on LinkedIn, Facebook, Google Plus and Twitter
- How to use these pages to drive business
- Which free marketing automation tools are available to help you on social media

This Fact Sheet is designed to help you to set up for business success with Twitter, Facebook, LinkedIn and Google Plus.

Keep Your Personal & Business Accounts Separate

All these social media sites have pages for individual users and business users. If you own or manage a small business and already have personal Twitter, Facebook, LinkedIn and Google Plus accounts you are already ahead of the game.

However, please don't use these personal accounts for business use. This is because:

1. Your professional and personal audiences are quite different

Although it is undoubtedly true that some of your friends and family may be very interested in your business, the chances are that most of them only want to interact with the “private you”.

Do you really want to talk business with your extended family?

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Conversely, some of your business contacts will have become friends and are not only interested in helping you professionally but they may also have got to know you socially.

Are you sure that you want all of business contacts to know about some of the inane and intimate parts of your life?

2. Your professional and personal aims are not the same

Everything you share on social media has a purpose. In working mode, you will probably want to showcase your products, your client testimonials and impart business advice and support.

Off duty the chances are that you'll share funny stories, unscripted moments and personal passions which may be totally unrelated to your business.

3. Your personal page misses some of the essential features of your company page

If having reflected on 1) and 2) above you are still quite relaxed about having just the one page for professional and private posts, please do bear in mind that company pages are specifically designed for business use. For example, Facebook and LinkedIn both allow you to target ads.

Facebook, LinkedIn and Google Plus all require you to have a personal account before you can set up a business accounts. Let's have look now at each of these social media platforms in turn.

Facebook Business Page

Facebook is the biggest and best-known social media platform in the world. So successful has it been, that even though it was only founded 13 years ago it is already the 4th biggest company in the world!

Did you know?

- Facebook turns over \$18 billion pa
- There are 1.8 billion active users worldwide
- Every day over 5 billion pieces of content are shared.
- There are 60 million Facebook business pages
- Over 40% of small businesses use Facebook

Setting up a Facebook Business Page is easy.

Setting up your Facebook Business Page

Here the 7 key steps:

- 1. Log in to your Facebook account or create a new one if you are not on Facebook**
- 2. Create your business Facebook page**
- 3. Choose your business category**
- 4. Enter your business information**

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5. **Upload your profile and cover photos**
6. **Create your content**
7. **Start to promote your business Facebook page**

If you'd like to follow a step by step video guide, please click this [YouTube](#) link.

If you'd like a step by step online guide with screen shots, please click this [website](#) link

Using your Facebook Page to Drive Business

So now that you have your Facebook business page, what can you do with it?

1. **Ask for “likes”** – People who like your page become fans or followers. Unless they specifically opt out from receiving your information, by liking your page, your fans will see your posts in their newsfeed.
2. **Run promotions** – You can offer discounts and promotions on your Facebook Page and ask your fans to share these for a wider reach and personal recommendation.
3. **Post in community pages** – If you are a local business, you can increase the likelihood that potential customers will see your posts and offers by posting on local community sites and groups specifically set up to sell products and services.
4. **Run quizzes and prize draws** – A great way to drive engagement. Before running any form of contest, please do check out Facebook rules.
5. **Add lead magnets and calls to action your home page** – Entice visitors from your Facebook page onto your website or your ecommerce store.
6. **Pay to boost your posts** – For a small amount of money Facebook will ensure your posts are shown to more users. This is a great way to drive more likes, comments, and shares on your content.
7. **Pay for Facebook newsfeed ads** – These ads provide specific and customizable calls to action, and campaigns are optimised and tailored to help you reach specific marketing goals.

For further information Facebook Business Pages, please check out the following websites:

[Facebook Official Site](#)

[Hubspot Facebook Do's and Don'ts](#)

[Spout Social Building and Marketing Your Facebook Business Page](#)



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LinkedIn Company Page

LinkedIn is the world's number one professional networking site and the 20th most popular website in the world!

Now owned by Microsoft, LinkedIn has a turnover of over \$1 billion.

Did you know?

- There are nearly 500 million registered users of LinkedIn
- The UK has over 20 million LinkedIn accounts
- 40% of LinkedIn users check the site daily for updates
- Over 1 million people use LinkedIn's publishing platform
- Over 130,000 posts are published every week
- 50% of buyers refer to LinkedIn before making B2B purchasing decisions
- 60% of businesses have a LinkedIn company page

If you have a personal LinkedIn profile and have the authority to act on behalf of your company you can set up your LinkedIn Company Page.

Setting up your LinkedIn Company Page

Setting up a LinkedIn Company Page is easy.

Here the 10 key steps:

- 1. Click the "Work icon" (9 small squares) in the top right corner of your LinkedIn homepage.**
- 2. Click "Show more" at the bottom of the menu that appears.**
- 3. Click "Create a Company Page" at the bottom of the "Show more" drop down list.**
- 4. Enter your company's official name and your work email address.** Please note that the email must be linked to the company's domain name – e.g: yourname@companyname.co.uk Gmail, Hotmail, Yahoo email addresses are not valid.
- 5. Check the verification box to confirm you have the right to act on behalf of the company to create this page.**
- 6. Click "Continue" and enter your company information.**
- 7. On receipt of an email from LinkedIn to your designated email address, follow the instructions in the message to confirm your email address, and then use the instructions above to add the Company Page.**
- 8. Activate status updates.**

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9. Create your Company overview and add products and specialities.

10. Optimise your page description to make it SEO friendly within LinkedIn and for Google.

NB: Because the new LinkedIn interface is so new and because LinkedIn company pages are also being updated, there are at the time of writing no quality You Tube videos or website guides to show you step by step how to set up your LinkedIn Company Page.

Using your LinkedIn Company Page to Drive Business

So now that you have your LinkedIn Company page, what can you do with it?

1. **Create a showcase page** – showcase pages are free extensions of your Company Page, designed to spotlighting a brand, an initiative or product launch.
2. **Add images** – You can include your logo (which will then show up on your personal profile) as well as a banner image that captures the essence of your business.
3. **Embed video** – Simply paste a YouTube URL and this play straight from your Company Page.
4. **Post high quality content** – You can share information on your company or any materials that you yourself have created on behalf of your company. You can also easily import presentation decks that you may have uploaded to SlideShare.
5. **Sponsor your content** – This is LinkedIn advertising which you can use to reach targeted groups. You pay for this either on pay per impression basis (i.e. how many people view your content) or on a pay per click basis (i.e. how many people click on your call to action).
6. **Sign up to career pages** – This allows you to showcase what it is like to work at your company and post advertisements targeting job seekers.

For further information LinkedIn Company Pages please check out the following websites:

[LinkedIn Official Site](#)

[Hootsuite Marketing Guide LinkedIn for Business](#)

Google Plus Business Page

Thought Google was just a search engine?

Well, of course it is the world's number one search engine. What's more Google owns You Tube which is the world's second most used search engine.

As a small business, you absolutely need to harness the power of Google. The good news is that all Google services (e.g. Google places, Google reviews, Google Plus) are brought together under one interface **Google My Business**.

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Google wants users to stay within its virtual world and some years ago, it set up its own social network Google Plus to compete with Facebook and offer an alternative way for businesses to connect with consumers.

Engagement on Google Plus may be lower than on other social media sites but it does offer some unique features that make it well worth your time investment.

Did you know?

- Google Plus has more than 1 billion registered users
- Over 360 million people use Google Plus every month
- Google Plus is part of Google My Business
- Google Plus improves search rankings
- You can set up as a brand or local business page
- Google Plus allows you to follow and create followers
- Google Plus allows you to post updates and articles
- Google Plus posts appear in search for greater visibility
- Google Plus was completely overhauled in Nov 2015

Setting up a Google Plus Business Page is a little tricky because for best results you should first set up your Google My Business account.

This will enable you to manage how your business information appears across Google including search and maps as well as interacting with customers through Google reviews and Google Plus.

Setting up your Google Plus Business Page

Here the 7 key steps:

- 1. Go to google.com/business and click "Start Now." Enter your private Google account which you will use to manage your business page.**
- 2. You will now see a map with a search box in the top left hand corner.**
- 3. Enter your business name and address and select it.**
- 4. If your business is not already listed, click "Add your business" enter the required information.**
- 5. Choose whether your business is a store front, service area or a brand.**
- 5. Verify your business and wait for Google to send you a postcard to your business address. Return this to Google.**
- 6. By carrying out these steps you will have a verified listing and your business will appear on Google maps and in local searches.**



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7. **Google Plus is accessed through the Google Plus icon in the Google My Business dashboard.** Simply log in via any Google application – e.g. Gmail – and your dashboard will be visible. Alternatively, type “business.google.com” into your web browser.

If you'd like to follow a step by step video guide, please click this [YouTube](#) link.

If you'd like a step by step online guide with screen shots, please click this [website](#) link

Using your Google Plus Page to Drive Business

So now that you have your Google Plus business page, what can you do with it?

1. Follow people and businesses – Follow others on Google Plus to receive news and insight. Just like with Twitter, when you follow people sometimes they will follow you back at which point you are connected.
2. Create circles – Circles enable you to segment your followers and target your updates. You might for example have customers, suppliers and influencers in different circles.
3. **Encourage your existing contacts to follow your Google Plus page** – You might email them directly or mention your Google Plus page the next time you speak to them. You will certainly include your Google Plus page in your contact details, on your website, in your email signature and on all marketing collateral that you produce.
4. **Post high quality content** – Share information on your company and posts. Your Google Plus posts will appear in search. Please [click here](#) to see how.
5. **Create collections** – Put your posts into collections to make it easier for followers to look for information on certain aspects of your business.
6. **Use hashtags** – By adding hashtags to your post you make it easier for others to find. To increase the reach of your posts. Keep tabs on trending topics, and it will give you an idea as to what kinds of posts, images, or GIFs are getting exposure among your target audience.
7. **Join Communities** – Google Plus communities are much like Facebook or LinkedIn Groups. By contributing to communities, you can increase the exposure that your company receives.
8. **Use Google Hangouts** – If you want to engage live by video link with your followers, you can organise a Google Hangout and publicise it by creating a circle for the people you want to invite and **Creating an event** that allows you to send the an invitation to the people in that particular circle.

For further information on Google Plus Business Pages please check out the following websites:

[Google Official Site](#)

[Kissmetrics Getting More Google Plus Followers](#)



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Twitter

Whilst the business pages of Facebook, LinkedIn and Google Plus are fully featured platforms that are extensions of your own company website, Twitter is much more like a micro blogging site.

It allows you to provide frequent updates in the form of nuggets of information and short calls to action with links back to your website or your business pages on Facebook, LinkedIn and Google Plus.

Twitter styles itself as a real-time information network where people can discover what's happening in the world right now, share information instantly and connect with people and businesses around the globe.

Tweets are limited to 140 characters to keep communication concise and encourage users to act in the moment.

Did you know?

- Twitter turns over \$3 billion
- Twitter is the 10th most popular website in the world
- 1.3 billion Twitter accounts have been created
- There are 320 million active Twitter users
- 23 million Twitter users are thought to be bots and not people
- Over 500 million tweets are sent every day
- 92% of companies with Twitter accounts, tweet daily
- 80% of users have mentioned a company or a brand in their tweets
- Tweets with images receive 89% more likes and 150% more retweets.
- Over 80% of all tweets are sent from Smartphones

Setting up a Twitter account is easy. Some would say too easy considering the number of fake accounts and dormant accounts out there.

You set up your business Twitter account in the same way as individual Twitter account and there need not be any link between them.

Setting up your Twitter Page

Here the 5 key steps:

1. Go to twitter.com and click on "Sign Up".
2. Fill in the "Join Twitter Today" form. You may have to have several goes at the name section as Twitter won't let you have a name that's already been taken. Also, your name – aka your Twitter handle – can only be composed of alphanumeric characters and can be a maximum of 15 characters long. If you have a long business name like Chris Dunn Consulting you will have to truncate it e.g. [@CDunnConsulting](https://twitter.com/CDunnConsulting)



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3. Click on “Create my account”.
4. **Verify your account by clicking on the link in the email that Twitter will send you.** Once you verified your account, you will be taken to twitter home page, and you will be logged into your Twitter account.
5. **Complete your Twitter Profile** – Add a profile picture – preferably of you rather than your logo- and a beautiful banner image. Make sure your bio includes a link to your website and that your settings are set to open so that people can actually see your Tweets and follow you.

If you'd like to follow a step by step video guide, please click this [YouTube](#) link.

If you'd like a step by step online guide with screen shots, please click this [website](#) link

Using your Twitter Page to Drive Business

So now that you have your Twitter business page, what can you do with it?

Follow people and businesses – When you sign up to Twitter, it asks you about your interests and suggests people and businesses to follow. The chances are that some of the people you choose to follow will reciprocate and follow you back.

Listen and learn – By following people and businesses you will find out what's going on in your industry and what your customers are interested in.

Use Twitter search to listen to relevant conversations happening right now and jump in where you can add value.

Use Mentions – By typing @name you notify your followers that you are talking about them and encourage them to enter a conversation or mention you in return.

Use hashtags – By adding hashtags to your tweets you make it easier for others to engage with you on a topic of mutual interest.

Drive awareness - Raise the profile of your business and increase the impact of your marketing by using Twitter to regularly communicate with your followers. Do this twice daily and don't forget to retweet as often as you like.

Use Twitter Ads – To extend your reach even further.

Connect with influencers – Twitter etiquette is very informal. It enables you to connect with anyone. It's a great way of joining or even starting discussions with influencers and industry experts to raise the profile of your business and build valuable connections.

Don't be afraid to use the lingo – It seems that Twitter has a short-cut language all of its own. Knowing how to craft a tweet is important. So here are some tips:

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1. **Content + #Hashtag + after thought + @tag**
2. **Always tag at the end of a message not the beginning**
3. **Shorten URLs – Paste the link in [Bitly](#) or [Google Link Shortener](#) Both sites are free and they give you the number of clicks on your link**
4. **Add images and video. Twitter is increasingly visual**
5. **Only follow people who you are interested in**
6. **Use [twitter analytics](#) to check on engagement**
7. **Engage – Ask for advice. Provide inspirational quotes**
8. **Mention people using @tag**
9. **Use hashtags to jump on trending news or topic of interest #frenchelections #twitter**
10. **Retweet other peoples' materials**

For further information on Twitter please check out the following websites:

[Twitter Official Site](#)

[Sprout Social Twitter for Small Business](#)

Free Tools to Help Manage Social Media

If you've got this far, you may be thinking that investing in social media is going to take up a lot of your time.

The truth is that in order to be successful on social media you do need to spend time building a following and constantly communicating with that following, whether that is by tweeting, posting on LinkedIn, running promotions on Facebook or sharing business content on Google Plus.

Fortunately, there are free tools available to help you to grow your online presence without absorbing time that you need to concentrate in your businesses offline.

The two best known social media management tools are Hootsuite and Buffer. They both enable you to do the following:

- Organise and control all of your social content and the platforms that this content will be posted on from a single control panel.
- Bulk upload content in advance to all platforms and schedule it for automatic publishing
- View analytics for all of your social media in one dashboard
- Enable others to manage your activity for you remotely through your control panel
- Starter packages are FREE. Additional functionality is offered on a monthly payment plan

If you'd like to learn more about [Buffer](#) go the website or watch the [introductory video](#) by step video.

If you'd like to learn more about [Hootsuite](#) go the website or watch the [introductory video](#).



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In Summary

I hope that you have found this guide to social media for business informative and interesting.

If you have questions or need further help with social media for business, please note that as part of the fundraising campaign to build the Garden Room at the Macmillan Woodlands Centre I am offering advice by phone, email, web chat or Skype.

To access this advice please donate £10 through [Just Giving](#) and give me a call.

Thank you for supporting Macmillan Cancer Support



About the Author

Chris Dunn is a sales and marketing professional who believes in the power of service to create brand value, customer loyalty and competitive advantage.

His career stretches back over 30 years during which time he has developed fast growing, profitable businesses serving B2B and B2C markets in the UK and internationally.

Since founding Chris Dunn Consulting in 2014, Chris has worked with small and large companies to help them to increase their revenues profitably and sustainably through sales, marketing and service innovation.

He has been accredited by the Business Growth Service as an Expert Business Coach.

He also mentors MBA candidates at the Judge Business School, Cambridge University, as part of the Cambridge Venture Project.

Chris Dunn Consulting offers the following professional services:

1. Business coaching
2. Marketing consultancy
3. Sales strategy advice



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