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A Guide to Social Media for Business



In this guide, updated in February 2020, you will discover:

- Why mixing “business with pleasure” does not work
- How to set up business pages on LinkedIn, Facebook, and Twitter
- How to use these pages to drive awareness, engagement and sales
- Low cost marketing automation tools which can help you to become more effective on social media

This guide is designed to help you to set up for business success with Twitter, Facebook and LinkedIn.

Depending on the nature of your business (particularly if you have highly visual content), you may also benefit from promoting your business on Instagram and You Tube. These platforms are not covered by this guide.

Keep Your Personal & Business Accounts Separate

Most social media sites have pages for individual users and business users. If you own or manage a business and already have personal Twitter, Facebook and LinkedIn 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?

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.

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Smart Solutions Delivered With Integrity



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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.

Both Facebook and LinkedIn 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. Even though it was only founded 15 years ago it is already the 7th most visited website in the world!

Did you know?

- Facebook revenues in 2019 rose to just over \$70 billion
- There are nearly 2.5 billion active Facebook users worldwide
- Every day around 1 billion pieces of content are shared on Facebook
- There are over 90 million Facebook business pages
- 25% of Facebook business pages use Facebook ads to increase their reach

Setting up your Facebook Business Page

Setting up a Facebook Business Page is easy. 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 – Select “Business or brand” option**
3. **Name your page and choose your business category**
4. **Upload your profile and cover photos**
5. **Enter your business information**
6. **Create your content and page url – e.g. <https://www.facebook.com/chrisdunnconsulting>**
7. **Start to promote your business Facebook page**

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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 is still one of the most under-used social media platforms!

Now owned by Microsoft, LinkedIn has a turnover of nearly \$7 billion.

Did you know?

- There are 575 million registered users of LinkedIn
- The UK alone has over 25 million LinkedIn accounts
- 40% of LinkedIn users check the site daily for updates
- 2 million posts, articles, and videos are published every day on LinkedIn
- 91% of executives rate LinkedIn as their number one source of professionally relevant content
- 30 million businesses have a LinkedIn company page
- 60% of businesses actively use their LinkedIn company page
- 50% of buyers refer to LinkedIn before making B2B purchasing decisions – this might be checking the Company's LinkedIn page, profiles of employees, thought-leadership posts and promotions

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. Scroll down to “Create a Company Page”**
- 3. Click on the size of business icon.**
- 4. Enter your company's official name and create a LinkedIn page url (for example <https://www.linkedin.com/company/chris-dunn-consulting>)**
- 5. Complete some basic information about your business and upload your logo and tag line**
- 6. Check the verification box to confirm you have the right to act on behalf of the company to create this page. Select “Create Page” and LinkedIn creates your page for you**

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7. Add a cover photo and re-enter your tag line.
8. Complete all sections as prompted.
8. Add up to 3 community hashtags and join groups
9. Post content in much the same way as you would on your personal LinkedIn page.
10. Invite contacts and connections to follow your LinkedIn business page so that they will see posts and status updates as they appear on your LinkedIn business page.

If you'd like to follow a step by step video guide, please click this [YouTube](#) link, fast forward 2 minutes past the introduction and get started.

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 spotlight a brand, an initiative or product launch.
2. **Post job updates** – You can recruit directly from your page using LinkedIn Talent Solutions.
3. **Embed video** – Simply paste a You Tube URL and this plays 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. **Encourage your employees and connections to like, comment and share** – This increases visibility of your company and the content that you post.

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

[LinkedIn Official Site](#)

[Hootsuite Marketing Guide LinkedIn for Business](#)



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Twitter

Whilst the business pages of Facebook, and LinkedIn 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 and LinkedIn.

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 whilst on the move.

Tweets are limited to 280 characters to keep communication concise and encourage users to act in the moment. Whilst most tweets are very short and usually text based, Twitter now allows video and images to be displayed.

Did you know?

- Twitter turns over approx. \$3 billion
- There are 330 million Twitter users and 145 million tweet every day
- Usage of the site has been static for several years now but there are many high-profile users – including the current and former Presidents of the USA
- 23 million Twitter users are thought to be bots and not people. Take care on who you follow.
- 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 and video receive more likes and retweets than standard texts
- Tweets with hashtags have double the reach than those without.
- 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.



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Setting up your Twitter Profile

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)
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’ve 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 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.



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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.

Tips for Tweeting

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 another link shortening service. These sites are free, and they give you the number of clicks on your link**
4. **Add images and video. Twitter is increasingly visual. 30 sec “video shorts” are currently very popular**
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 e.g. #MotivationMonday**
10. **Retweet other peoples' materials**

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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, or running promotions on Facebook.

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
- Try the functionality for free. Thereafter there is a choice of low-cost monthly subscription plans

Click here to find out more about [Buffer](#) and [Hootsuite](#)



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About the Author

Chris Dunn is passionate about the power of digital transformation and customer experience to create brand value, customer loyalty and competitive advantage.

His career stretches back 35 years during which time he has developed fast growing, profitable businesses serving B2B and B2C markets in the UK and internationally.

His company Chris Dunn Consulting Services Limited provides business coaching and management consultancy to companies to help them drive change management and business development.

Chris is a long-standing mentor on the Cambridge Venture Project run by the Cambridge Judge Business School.

He writes a regular blog to pass on business advice as well as posting handy hints and tips through regular posts on LinkedIn and Facebook.

