

# BCA Social Media Success Series



## Session #2 – Using Facebook, Twitter and LinkedIn to Drive Customers to You

### 1. Your Facebook Professional Page:

- a. Important for “Likes” vs “Friends”
- b. Useful location info and easy ability to create/share “Events”
- c. What to include on your Facebook page
- d. Boosting posts and events
- e. Be responsive! This is SOCIAL MEDIA

### 2. Twitter aka Hashtag #Help:

- a. Use handles and hashtags
- b. Form Twitter lists (we’ll do this together)
- c. Because Twitter is so transparent, you can:
  - i. See who’s following the competition
  - ii. See who’s talking about pool (and follow them)
  - iii. See what hashtags and topics are trending
  - iv. Learn from other successful Twitterers
- d. Business or personal Twitter?
- e. What to tweet/retweet
- f. Twitter ads – yes or no?

### 3. Linked In

- a. This is social “networking” vs. social “media”
- b. Like Facebook, you can show off both your personal and business pages
- c. Groups are KEY to LinkedIn interaction
- d. If you liked LinkedIn, you may LOVE Meetups

### 4. Keep Your “End Game” in Mind

- a. Share openly and open
- b. Let connections know you’re “in the know”
- c. Interaction requires asking questions vs. making statements
- d. Drive them back to you and your email list with colorful incentives

### 5. Free Resources:

- a. Again – be using Google Analytics: <http://www.google.com/analytics/> - Visit that “Acquisitions” tab to know where people are coming to your site from, so you know where to invest more of your time and budget
- b. <http://www.socialmediaexaminer.com/social-media-image-sizes/>
- c. Get your ongoing questions answered and links to more advice at our private Facebook group: <https://www.facebook.com/groups/1707538432862415/>