

Social Media for the Local Business

Important Tidbits

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Google Alerts

Find out what's being said about you, your business, your industry, and your competition by signing up for Google Alerts. You must sign up for a free Google Account first. Put in keywords you want to track. The system will scour the web to find references to your keywords in blogs, web sites and news and will send you the link in an email either daily or weekly.

Go to: www.google.com/alerts to sign up.

LinkedIn

Every businessperson should be on www.Linkedin.com. If you're already registered, go to the site and update your profile, make sure all info is current and be sure to put in a link to your web site and/or blog.

Search for and join groups: Bethlehem Chamber and Bethlehem NY Professionals, Businesses, and Residents. You can also start your own.

Find 5 people you know and request to connect with them. There are many ways to promote your business in LinkedIn, so sign up and take advantage of them.

Twitter

Go to www.twitter.com and sign up for a username before someone else grabs it. I recommend you choose a name that will help brand your company. If you don't use the twitter account, you may lose it, so get tweeting! Follow Leslie Trosset at www.twitter.com/leslietrosset and www.twitter.com/bethlehemny and the Chamber at www.twitter.com/bethlehemchambr (not a typo).

Yelp

Go to www.Yelp.com and register for a free account. Search to see if you or your business has been reviewed. If not, ask a valued customer to write a review. Do a local businessperson a favor and write a glowing review on their business.

Facebook

Register for a free personal account on Facebook. Then create a new business page for your business. First be sure you're logged in, then go to <http://www.facebook.com/pages/create.php>. Follow the directions and upload all your data including, pictures, events, videos, and more. Click on *Publish* when you're finished.

Conclusion

Social media/networking is about joining the conversation taking place right now on the Internet. Social media provides a means to *listen* to customers' opinions about products and services. I can provide many ways to optimize your presence on these social media/networking sites, but taking these beginner steps will get you started.