

# **SOCIAL MEDIA TACTICS**



**50 POWERFUL TIPS ON  
USING SOCIAL MEDIA  
FOR YOUR BUSINESS**

Over the last several years, a new breed of communication has emerged: social networking. These media sites offer the ability to network in ways that the more traditional message boards never could manage. If you are not familiar with social networking at media sites, here are some of the tactics people are using today to make money through these important resources:

1. Start with Twitter. If you have never done social networking, this is easily the most basic of all the current popular sites. Registration takes no more than a few minutes.
2. Fill out your Twitter profile. It will give you the appearance of being a permanent participant, and help you build credibility more quickly.
3. Post some links. They can be to the articles you have posted around the Internet that track back to your web site, as well as to pages on your site.
4. Do some searches. Use keywords to find other Twitter users that may be potential clients. Use the follow feature to create a connection.
5. Follow everyone who follows you. It can bring you in contact with others who follow them and possibly increase your follower base.
6. Post something daily. Even a short comment with a link will do nicely. The more you post, the better chance you have of expanding

your Twitter network.

7. Vary the posts. Don' t simply copy something you posted before. Mix it up, or your posts will look more like spam.
8. Ask questions as well as make comments in your tweets. It will possibly stimulate some cross posts that lead to promoting your web site.
9. Respond to any private messages. They could lead to a sale.
10. Have fun with the site. Once your get the hang of Twitter, you may be surprised at how many contacts you can make, and how they increase your site traffic.
11. Set up a LinkedIn profile. Be as precise in what you do and what you sell as possible.
12. Add a picture to your profile. LinkedIn users range from small business owners to freelancers to corporate executives. All of them like to see who they are doing business with.
13. Include background information that will generate hits. This includes schools attended, past employers, and anything else that you have done in your life. You never know what will lead to a connection.

14. Search LinkedIn. Find other people that you have some sort of connection with, such as a high school, college, or past employer.
15. As part of a another search, use keywords that have to do with the type of products you offer. You may come across people who work with companies or in fields that could use what you have to sell.
16. Always respond to queries or messages your receive from other LinkedIn members, even if they are general queries. They may pass your web site address on to other people if the two of you get along.
17. Check out other profiles for ideas on how to present yourself. You may come across something that would work very well and increase your visibility.
18. Update your data from time to time. If your LinkedIn profile appears active, it will draw more attention.
19. Post a link to your LinkedIn profile on Twitter. It will help increase your LinkedIn network as well as your Twitter followers.
20. Devote a few minutes each day on LinkedIn, actively looking for new contacts. People sign up every day, so there is always potential there.

21. Set up a Facebook account. Spend some time getting to know the various features on the site.
22. Fill out your Facebook profile. Include the same data as on your LinkedIn profile, including links back to your web site.
23. Search for other Facebook members to connect with. Look by location, school, workplace, or any other criteria you can imagine.
24. Make friends. Send friends requests as well as approve any that come your way.
25. Check out the groups. Search by subject to find groups devoted to subjects that have some relevance to your product offerings.
26. Participate in the groups. Post a message at least once or twice a week. It will increase your visibility.
27. Post links on your wall. These can be to promotional articles you have written, or to pages on your web site.
28. Upload pictures. They draw interest and will make people look at your postings more often.
29. Make comments on your wall. Others can see them and offer comments.
30. Comment on remarks your friends make. The interaction makes it more likely for them to look at your links, or to recommend them

to someone else.

31. Sign up for a Myspace account. Make sure your screen name is relevant to the products you sell.
32. Use keywords in your profile that will help you show up in searches.
33. Use the blog feature. Write something a couple times each week.
34. Include links to your promotional articles, web site, and anywhere else you have an online presence.
35. Build your Myspace network. Look for other users who might benefit from your products and try to become connected to them.
36. Comment on other Myspace blogs. It will increase your visibility.
37. Upload pictures and create albums. Use shots of you with your products, etc.
38. Change your Myspace skins now and then. It will keep your page interesting.
39. Cross promote your MySpace page and your Twitter page to increase hits on both.

40. Look for Myspace clubs to join. It will help more people find you and increase your network.
41. Establish a You-Tube account.
42. Launch your first video. Keep it short and sweet, but use it to promote some aspect of your product line.
43. If you sell multiple products, make a short introductory video on each one.
44. Follow up with situational videos that show someone solving a problem with the use of your products.
45. Promote your videos at Facebook, Myspace, and Twitter.
46. At the same time, find other videos that are relevant to your business and make comments on them. Others will do the same for you, helping to drive up the page rank on your video promotions.
47. Add new videos regularly. Something new will keep people coming back for more.
48. Vary the formats for your You-Tube videos. Some can be serious, some comedic, some a mixture of both.
49. Retire videos that seem to do nothing or elicit negative responses. Develop new ones using the comments you receive,

good and bad.

50. Compare your videos to others promoting similar products. You might pick up a few ideas of how to make your presentations more popular.