



Joanne  
Dewberry.co.uk



Award Winning Business Mum Ready to help YOU Succeed!



**Using Social Media in Your Business**



## Pros

- It's FREE!
- Great way to connect with your target audience
- Raise Brand awareness
- Social Media can be a great tool to build partnerships and support other businesses using links and tags etc.
- It's also useful for networking with other small businesses outside of your local community
- Useful tool to engage with customers and conducting online market research



## Cons

- Can be time consuming and distracting - ensure you plan your time effectively
- **\*\*TOP TIP - turn it off when it's not in use, therefore ensuring you are not distracted by pop ups, friends and conversations not appropriate to the task at hand \*\***
- You cannot control what other people say - good or bad
- Beware of getting TOO personal with followers remember they are actually potential customers
- Once it's out there your creative licence is accessible to everyone

# Facebook Fanpages

facebook 1 Search Joanne Dewberry Find friends Home ▼



**Joanne Dewberry.co.uk**  
Email me at [info@charliemoos.co.uk](mailto:info@charliemoos.co.uk)  
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Write something...

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Fancy doing some business networking & learning with your children?? Then check out my new workshops - January is all about Goal Setting. Only a few spaces left.

 **Plan, Learn & Do with kids | Joanne Dewberry**  
joannedewberry.co.uk  
In 2012 we are excited to be rolling out our Plan, Learn & Do with kids sessions! Each month these will be held at Serendipity Sam's soft play in Christchurch, Dorset.

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lovely to see you today, what a inspiration you are  
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Facebook Fans are 41% more likely to recommend a brand and 28% more likely to continue using them. Fans spend an average \$71.84 ( £ 44.26) more than non-fans and are worth about \$136.38 ( £ 84.06). Which brand wouldn't want a Facebook fan strategy and grow their Facebook army?



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## Tips:-

- DO NOT get hooked on the number of likes/fans you have. Having 1,000 likes/fans is great but if only a small proportion of them interact with your page – i.e. comment or like your status updates, photographs, links etc. and ultimately buy your products, then the others are irrelevant.
- The key is *quality* not quantity - quality likers/fans - quality posts/interactions
- Add images of the same genre into albums. Sounds simple but many people do not, this will help potential customers to find what they are looking for.
- Check your insights on a regular basis, these act just like google analytics showing you where people are directed from (i.e. Twitter, Facebook, blog, website, etc.) what posts have been the most popular, how many of the likers/fans interact with you.

# Interaction is Key

- Post questions - inciting fans/likers to answer
- Post videos - relevant to your business so maybe an event you attended or a simple craft activity
- Post links to relevant websites (including your own)
- Write topical status' about your business or current affairs
- REPLY to what fans/likers have written
- Post images people like visual cues to discuss - I sometimes post images of fabric and ask my fans/likers opinions

# Twitter

67% of Twitter users are more likely to buy from the brands they follow.

twitter





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The real time aspect of Twitter makes it a popular tool with Television programmes. Daytime magazine style programmes such as ITV's This Morning encourage viewers to respond to various topics via Twitter (and also their Fanpage). They then have slots throughout the programme discussing the comments being made. BBC's political programme Question Time runs a hashtag #bbcqt - where you can follow what viewers response is to the topics as they are being discussed live in the studio, enabling Joe Public to be a part of the programme. Genius use of social media. But how can you as a small business harness this and make it work for you??



## Twitter Lingo

- **Tweet**- the message you write using your 140 characters - it is what twitter is all about!
- **RT**– Re-tweet – copy and re-post another person’s update
- **@USERNAME** - Simply start a message with @username of the person you want to connect to in your update.
- **DM**– Direct Message is a private message channel through Twitter.
- **Hashtag #** - People create ‘hashtags’ to show what a tweet is about, then when somebody searches for that hashtag, they will find all the related messages.



## Tips

- Follow people suitable for your business, don't follow everyone as you will waste your time on irrelevant information.
- Don't tweet too much about your business, interact with other peoples tweets otherwise you will look spammy and people won't be interested
- Link to your website by adding links into your tweets or add your twitter feed or twitter logo
- **\*\* time saving tip \*\*** Link your fanpage or blog so that it posts tweets for you

# Tips for Twitter PR

- Ensure you limit your usage every day. Make a clear distinction between '*working*' on Twitter and '*socialising*'.
- Make sure you're following local magazines, radio stations and newspapers as they will all be on Twitter looking for local scoops.
- Also find out if National Magazines are online, many baby related ones use twitter to find items for stories they have coming up.
- Search hashtags on twitter - #journorequest (I have had some success with this) and if you do contact a journalist this way make sure you save their email into your database.



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Dewberry.co.uk



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“Social media is a great tool for you and your business BUT like all tools it needs to be used in the right way to make it effective. A hammer is a great tool for banging nails into a wall...but don't use a hammer to fix a window....

*Use social media carefully and effectively to **manage your reputation and influence** your 'fans' & 'followers' to say great things about you and your business” Darren Toms (www.darrentoms.com)*



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Any Questions ...



*Joanne  
Dewberry.co.uk*

Email me at  
[info@charliemoos.co.uk](mailto:info@charliemoos.co.uk)

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