



## Social Media Development

Social spread is critical in developing your brand and clients. Below are some methods for expanding your reach without an advertising budget. Advertisements always increase your reach and we can assist with Facebook, Google Adwords and LinkedIn advertising.

### Purpose: share posts across multiple networks

#### Facebook:

In the search bar, put in your company or industry keywords. Click on the **'Groups'** tab and join the groups. Next, search for 'business networking' and use the Groups tab. Assess and join appropriate groups. Consider other types of groups that suit your industry, join them.

Once approved, have some interaction with other posts before sharing your posts. Be at least a little active on the page to get better pull from it. Once you post to your Business Page, the post can be 'shared' to groups. You'll want to include some additional content at the beginning of the post because when it is 'shared' there is no initial content, just your post.

#### Google+:

Same approach as above. Instead of Groups you'll be joining 'Communities' that are associated with your client or customer base, your industry and potential business networking communities. Concept is the same – post to your business page then to community pages. The process is different. To share: Click on pencil icon in lower right of screen. Pop up will appear. Create post, click on community (just after your name) and post. Your communities will appear in a dropdown menu when you click on the community link next to your name.

#### LinkedIn:

There are several methods of posting on LinkedIn; personal profile, company page, articles and groups.

Personal and company page posts should always use '@yourcompany' live link. Just type the @ symbol and follow it with your company name (no space, like @planckmedia) and it should appear as a selection. Click on it to make it a live link.



Under your personal profile associated with the business page, click on the 'Work' menu item at the far right on the top menu bar. Choose 'Groups.' If you haven't joined any groups, under 'Discover' will be suggested groups. If you have joined, the groups will be under 'My Groups.' Same as FB, join groups and interact a little before posting to them. Try to make posts not 'sales' oriented, but you can mention offers and/or contests. Open solicitations are frowned upon in groups and articles. Those you can make from your profile page or on the company page.