



What are the key things for a business to remember when starting out on Social Media?

digital business podcast










1. The **Time & Effort** required to run Social Media
2. Weigh up the **Benefit vs Effort**
3. Need to Create a **Timetable for Delivery**
4. Need the **Resource to deliver** the Campaign
5. Choosing the **Right Channels** for the Business

**Social Media Considerations.**





	Personal			Business		Lifestyle	
							
<b>Social Channel</b>	Facebook	Twitter	Youtube	Google+	LinkedIn	Instagram	Pintrest
<b>Sharing</b>	Share	Retweet	Share	Share	Share	Re-post	Re-pin
<b>Engagement</b>	Friend	Follower	Subscriber	People	Connection	Follower	Follower
<b>Business</b>	B2C	B2B	B2C	B2C	B2B	B2C	B2C
<b>Focus</b>	Friends	News	Videos	Content	Business	Lifestyle	Hobbies
<b>Type of Page</b>	Fan	Profile	Wall	Business	Company	Wall	Board
<b>Mentions</b>	name	@	name	+	name	name	name
<b>Going Viral</b>	likes	retweet	likes	+1	likes	likes	repin
<b>Likes</b>	like	favourite	like	+1	like	like	like

1. A presence on all key Channels is good
2. Identify the most suitable channels for you
3. Choose 1 or 2 main Channels to Optimise time
4. Dedicate time to these main channels
5. There are tools to help you manage channels

**Which Social Media Channels?**



Time & Effort

Bad Material



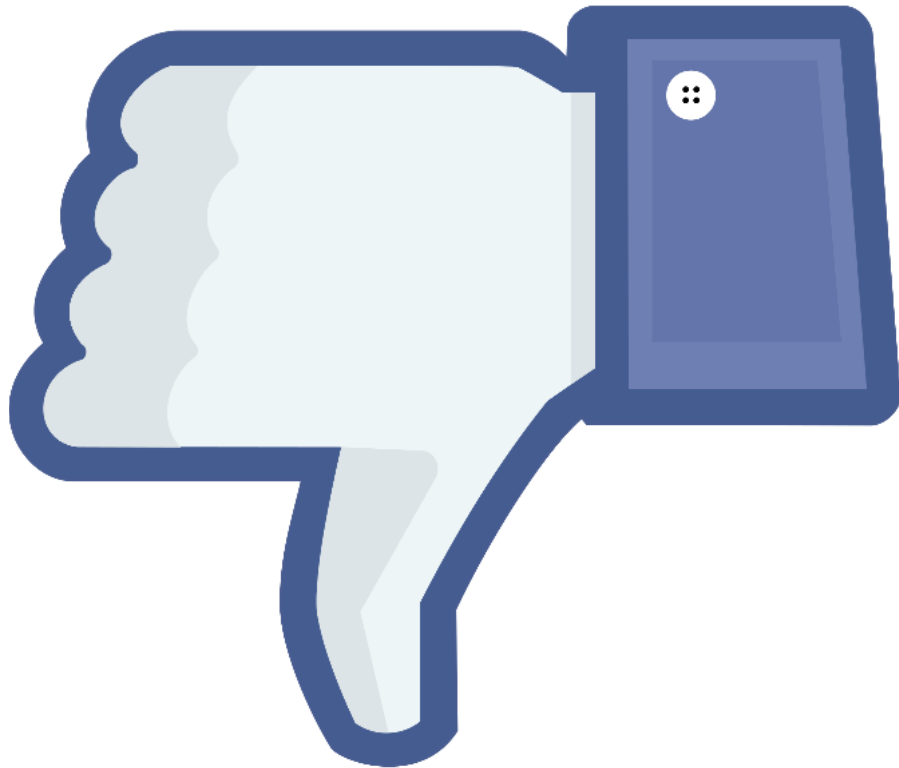
**Are there any Pitfalls?**

**Try to engage &  
excite your audience  
no matter what  
the channel !**

.. in an ethical way..







## No No's..

- Don't force people to Follow You
- Don't use unethical methods
- Don't rush building a base of Fans
- Don't gather masses quickly
- Don't SPAM people
- Shy away from hard sales.



[www.umisconsultancy.com](http://www.umisconsultancy.com)

digital business podcast