



Practical
Professional
Business Support



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Tips on Using Online Social Networks to Promote Your Business

Join the Facebook World!

Yes, people of all ages are now using Facebook! Set up a profile for you with your business information. It's a great way to get and stay connected with friends, colleagues, customers and suppliers. People do business with people they know, like and trust. And Facebook is an easy and free way to share information and moments that build relationships. You can also use it to find resources through your friends' networks and network groups.

All you need to join is a valid email address. Facebook is the 4th most-trafficked website in the world and has 90 million active users (source: Facebook). Facebook also has a free marketplace where you can post ads.

Note: If you are going to post any personal information, please carefully review your privacy settings.

www.facebook.com

LinkedIn – Free Professional Online Directory

Online networks here. Online networks there. Online networks everywhere. What's your first thought when you receive an invitation to join a site that promises to connect you with your peers? Maybe to hit Delete. Or perhaps you check it out, only to wonder if creating a profile is worthwhile.

LinkedIn, a long-established site has recently become the belle of the ball, since it actually makes good use of your time.

Among LinkedIn's Benefits:

- It's all business. The site avoids social components like blogs, photos and lists of your favourite movies in favour of resumes, critiques of your work and other information a potential client or colleague will find useful.
- You can trust me. Because everyone is connecting with people they trust, you can have greater faith in the integrity of someone you "meet" through a colleague.
- It's a great way to create a professional business profile, especially if you don't have a website for your company.

www.Linkedin.com

Tips on Using LinkedIn to Promote Your Business

- Profile - Make it a business profile and not a personal resume . In the summary section, state the name of your business and provide an overview of your business' products and services (instead of your own achievements, etc.). Add your website to the summary section in addition to the "my company" field.
- Associations - Add your professional business networking groups or associations, non-profit volunteer work, etc.
- LinkedIn Groups - Find and join communities of professionals based on common interest, experience, affiliation and goals. Groups may help you connect with peer companies or groups where you may find prospective clients.
- Recommendations - Invite your clients to join your network and ask if they will provide a recommendation for your business (this becomes an on-line testimonial).
- Connections - Connect with people/businesses you trust. Because everyone is connecting with people they trust, their will be greater faith in the integrity of someone you "meet" through a colleague.