Asian Pacific Islander Small Business Program

Social Media Workshop

Workshop Dates Here

DISKcovery Center Little Tokyo
353 E. 1st Street
Los Angeles, CA 90013
213.621.4158
www.diskovery.org
info@diskovery.org

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Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the view of the SBA.
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SESSION I

I.  Introductions and overview of the workshop

II.  Web and Browser Basics
    •  The basics that beginners need to know to navigate
    •  Using the address bar
    •  Anatomy of a web address

III.  The Anatomy of a Web Page
    •  Domain Names
    •  Choosing a URL Name
    •  Basic search of registered domain names (e.g. GoDaddy.com)

IV.  Gmail sign-up

V.  Introduction to Weebly
    •  Working with Elements
    •  Using the Text Editor
    •  Creating Links
    •  Managing Pages
    •  Choosing a Design
    •  Site Settings
    •  Publishing Your Site
    •  Registering a Domain with Weebly
    •  Uploading a Header Image

VI.  Using images
    •  How to upload images

LUNCH (1/2 hr)

VII.  Overview of Google Analytics

VIII.  PayPal sign-up

HOMEWORK

Please complete the following homework before the next class meeting:

A.
B. SESSION II

I. Google Analytics
   • Review
   • Installing Analytics code in pages

II. PayPal.com
   • Using PayPal to accept online payments
   • Creating Paypal buttons

WORKTIME (1 hr)

LUNCH

III. Marketing Ideas for your website

IV. Search Engine Optimization (SEO)
   • Submitting your site to search engines
   • DMOZ

WORKTIME (45 mins to 1 hr)

V. Class presentations (3-4 volunteers)
IMPORTANT ACCOUNT INFORMATION

********DO NOT SHARE THIS INFORMATION WITH ANYONE********

My Facebook Page Account

USER NAME (e-mail) ____________________________

PASSWORD ____________________________

My Twitter Account

USER NAME ____________________________

PASSWORD ____________________________

My Yelp Account

USER NAME ____________________________

PASSWORD ____________________________
Objective Sheet

Please write three objectives you would like to learn more about in this class:

1. 

2. 

3.
What is Social Media Marketing?

What is social media?
Social media is any media or platform used for social interaction; usually they are free, easy to use, and involve users publishing their own content. Examples of this new media technology include Facebook, Twitter, and YouTube. Millions of people worldwide use social media to stay in contact with friends, families, and employers – but recently, businesses large and small have begun to use social media to promote their products.

What is social media marketing?
Marketing with social media means that you use these online social media tools to build a social network (of current customers, potential customers, partners, etc) by posting useful and relevant content - thus allowing you to reach more people and increase business!

Social media is a lot like word-of-mouth. As a business owner, you know that your best customers often refer new customers to your business. Social media makes this process easier and faster. Customers can directly refer their friends and family to your Facebook page or Yelp page. Social media marketing also helps you retain your best customers by rewarding their loyalty with promotions, discussions, and useful information.

Think of social media marketing as one of many tools you would use to keep in touch with your customers. Businesses can contact customers through a variety of means (ads in the newspaper, commercials, newsletters, etc). Social media is a new, powerful way to reach your potential clients.

Why is social media marketing important?
The majority of people are online, and more and more people are using social media:

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Chances are that your customers are using some form of social media. But will targeting customers on social media be worth your time?
Studies have shown that social media marketing is very effective at promoting business. 51% of people purchase products based on an online recommendation.

When your devoted customers join your online social network, they will do the marketing for you by recommending and endorsing your product to their friends and followers. Their friends and family will become potential customers.
What Social Media Tools Should I Use?

Social media tools are always changing, but current popular tools include:

**Facebook** – A popular social networking site with over 500 million users. You create a Page for your business and individuals can “like” you.

**Twitter** – A microblogging site. Users create accounts and post mini updates ("tweets") about their life (or their business) in 140 characters or less. Other users can “follow” you.

**LinkedIn** – Professionals create accounts and post about their work history and network with coworkers.

**Yelp** – A review site where users rate restaurants and other businesses. You can post information about your business as well as respond to customer feedback.

**Foursquare** – A location-based social networking tool for mobile phones. Users “check in” when they are at events/places/businesses and are able to connect with others who are in the same place.

**Blogs** – Short for “web log,” a blog is an online journal. Popular choices include Blogger and Wordpress. Individuals can post journal entries about their life (or their business).

**Myspace** – Popular for bands and individuals, this social networking site lets users create their own “space” or page and upload music, photos, and information about themselves.

**YouTube** – A video sharing site where you can upload your own videos (for example, businesses could post commercials, coverage of events, etc).

**How do you choose which social networking tools to use?**

Where are your customers? Do they use Facebook? Twitter? Yelp?

What can you manage? Posting a short “tweet” on Twitter doesn’t take much time, but managing a blog might be too much work.

**How many tools do I need to use?**

Although some businesses use many different types of social media, you don’t need to use them all. Start out with one for 1-2 months, see how it is working for you. If it is not working for you, re-evaluate how you are using it and if your customers are using it.
Facebook

What is Facebook?

Facebook is an online social network. Users have their own “page” including information about themselves, photos, etc. Millions of people use Facebook, and more and more languages are being supported.

Tour of a Facebook Page

- Company logo
- Name of company and current status
- Basic information that you provide
- List of people who “like” you
- Tabs (you can create your own custom tabs for things like photos, company newsletters, etc)
- Posts by you and others
**Key Facebook Features**

- Having a Facebook page is a lot like having a website - except that it is free and you can more easily network with your customers. It is less customizable than a website, but it is also much easier to set up than a website.

- Add photos of your business, products, newsletters, etc.

- Add business information such as hours, contact information, a link to your website.

- Post updates about sales, promotions, contests.

- Customers can “like” you - this means whenever you post an update, all of your fans receive it!

- Create “events” for your business and invite all of your customers on Facebook

- Put a link on your website so customers can “like” you.

- Buy ads targeted by demographic

- Create polls and surveys to find out more about your customers
How to Create a Facebook Business Account

You will need:
Your business name
An e-mail address

1. Facebook has accounts for both individuals and businesses. To create a business account, go to www.facebook.com.
2. Next, click on the link that says Create a Page for a Celebrity, Band, or business.

![Sign Up Form]

It's free, and always will be.

First Name: 
Last Name: 
Your Email: 
Re-enter Email: 
New Password: 
I am: Select Sex: 
Birthday: Month:  Day:  Year:  
Why do I need to provide this?

Sign Up

Create a Page for a celebrity, band or business.
3. In the Official Page box, fill out the information for your business. Select the type of business, name your page (the name of your business), and check the box affirming that you are the official representative of the business.

4. On the next screen, you will be asked to create a Facebook account. If you do not already have a Facebook account, you will need to create a new account with a valid e-mail address. Fill out the information and then click the Sign Up button. You will receive an e-mail confirming your registration.

5. In the e-mail from Facebook, click the link to verify your registration. After verifying, you will be able to edit your business page.

6. Fill out vital information about your business, including hours of operation, contact information, a photo, and more. You can also invite people to “like” you (you may have friends or family on Facebook who could become your first fans!)

7. Now that you can begin creating your business’s social network on Facebook!
How to Buy an Advertisement on Facebook

Buying ads on Facebook can be an inexpensive way to reach thousands of potential customers – and the ads can be targeted toward very specific demographics. When you buy a Facebook ad, it appears only for those users who you target. To purchase an ad on Facebook, follow these steps:

1. Go to www.facebook.com/advertising
2. Click on “Create an Ad.”
3. Enter a web address. When people click on your ad, they will be taken to this web address. This could be a link to your business website or even your business facebook page. Also enter a short, attention-grabbing title.
4. Fill out the body of the ad. Keep it short and descriptive.
5. Next, add an image to your ad. This could be a picture of your product, your company's logo, or some other related and grabbing image.

6. Go over your ad to make sure you have no spelling mistakes.
7. Fill out the Targeting section. This is where you will target your audience by location, sex, age, keyword, and other options.

8. Next is pricing. You can pay as much as you want for a campaign – the more you pay, the more people will see your ad. You can pay as little as $1 USD per day to run your ad.
9. You also need to set your ad to run for a certain amount of time. You can run it for as long or as short a time as you like. Remember that the fee is per day, so the longer you run your ad, the more it will cost you.

10. Finally, pay for your ad with a credit card.

11. Now your ad is created. Bookmark the ad's web page to keep track of how many people are viewing it, to renew the ad, or to change the target audience.
What is Twitter?
Twitter is a microblogging site. Users create accounts and post mini updates ("tweets") about their life (or their business) in 140 characters or less. Other users can "follow" you, which means that they receive all of your tweets.

Tour of a Twitter Page

Questions about Health Care Tax Credits? Chat live with SBA experts:
http://bit.ly/bnbegw #healthcare #tax #smallbiz #sba

Discover the magic of LA's hidden urban treasures:

Entrepreneur Training (Japanese & English) starts August!
http://bit.ly/a8oO9B

Updates you write are published here. Each update is called a "tweet" – note the #hashtags

Business / organization name
Basic information
Logo or photo
Your followers and people you follow
Key Twitter Features:

- Anyone can have a Twitter account.
- Customize the look of your account by uploading photos, changing the background.
- Add vital business information such as contact, hours, link to your website.
- Post updates of 140 characters or less. Updates are called “tweets.”
- Customers become your “followers.” Every time you post a tweet/update, your customers will see it.
- Post links (use tools to shorten) to pages on your website, links to images/coupons, etc in your tweet/update.
- For advanced users, use special characters! “@” creates a link to another username. For example, typing “Hello to @johndoe” will create a link to the user johndoe.
- Hash tags allow you to categorize your tweets. For example, you could write, “Thanks to #apisbp to creating an awesome business convention” and then everyone who searches for apisbp will find you.
- Send private messages to other users (reply to customers, get in touch with other businesses) by typing “d” and then your private message.
How to Create a Twitter Account

1. Go to http://twitter.com and click on the Sign Up button.

2. Complete the sign up form. You will need to enter your first and last name and then create a twitter account name. This name should probably be the name of your business (note that many account names are taken, you might need to get creative or use an abbreviation).
   Also create a password. You should write this password down and keep it somewhere safe in case you forget it.
3. When you're done, the next step will be to confirm that you are human by reading a code and typing it in. These can be hard to read, so you may make a mistake – don't worry, you get more than one chance.

![CAPTCHA Image]

4. You will be sent an e-mail to confirm your new account. Click on the link in the e-mail to confirm your account, then you're ready to begin tweeting.

![Confirmation Email]

5. When you log in for the first time, Twitter will take you through a few steps to find followers. The first step is looking for people with similar interests.
6. To follow someone, simply click the green “Follow” button next to their account.

7. The next step is to add people you know. You can import business or personal contacts from certain e-mail accounts or from Facebook, LinkedIn, and other social media sites. You can always follow more people later.

8. After setting up your followers, you can set up your bio (enter information about your business) and upload a picture (your business logo, a photo of your business, etc). Your page will show people you follow and will also list your followers.

To write your first “tweet,” type something in the box labeled “What's Happening.”
9. To see tweets by other people that mention you, click on the @Mentions tab. This way, you can keep track of what people are saying about your business!
Yelp

What is Yelp?

Yelp is an online business search and review site. Users can create accounts and then rate businesses using a 1-5 star system. Users can also write more detailed reviews. Yelp is also used to search for businesses by location, user rating, business type, and other criteria. Anyone can add any business to Yelp, so your business may already have a page on Yelp – it is important for you to claim the page and make sure the business information is accurate and up-to-date.

Tour of a Yelp Page

Key Yelp Features:

- Users search by location to find restaurants, stores, and other businesses
- Users review businesses with 1-5 starts and a more detailed reviews
- Businesses can maintain their own “page” with hours, a link to their website, photos.
- Business owners can respond to reviews (but you will have to upload a real photo of yourself before you can do this
1. Go to https://biz.yelp.com/signup and enter your business name. A customer might have already added your business to Yelp! In that case, you will need to claim your business page.

2. If your business does not show up on the list, then click the link at the bottom of the page to Add your Business to Yelp.
3. Fill out the information (name, address, phone number, hours, etc) for your business.

4. Important: to confirm that you are the owner of the business, Yelp will call the telephone number you listed for your business. You must answer the phone and follow the instructions that Yelp provides. For more information about this process, go to this link and watch the video instructions: http://www.yelp.com/business/unlocking

5. After creating your business page, it may take a couple of days to appear in the Yelp search results. You can now keep track of people who look at your business page, send messages to customers, and buy ads on Yelp.
Creating Content for Social Media Marketing

You have a Facebook or Twitter account – now what? What can you “tweet” or post about that will make potential customers take notice? How can you use Facebook to turn your current customers into promoters? The answer: create compelling content that customers will want to read and share.

When we talk about content, we mean any information that you post: announcements, photos, videos, coupons, jokes, updates, helpful tips, links to other websites, surveys, etc. Social media is all about sharing information – from very useful information all the way to silly gossip. If your business page is interesting, your customers and future customers will look at it – and be more likely to purchase from you when they are in the market for your product or services.
Content Do’s and Don’ts

Do Post:

- **Information, advice, tips**: as a business owner, you have expertise that you can share with your customers – and they in turn can share that information (and your business) with their friends and family. For example, if you are a florist, you could post about what flowers would be good choices for Mother's Day or a video about how to make an arrangement last longer.
- **Questions and answers**: if a customer asks you a question, you can answer it via social media and help others who might have the same question.
- **Conversations**: start or join in discussions and offer your expertise.
- **Contests**: create a contest where you pick a random “fan” or “follower” to win a coupon or free product/service – this will encourage more of your customers to join your social network.
- **Events**: announce events, sales, etc.
- **Partner with non-profits**: joining with a non-profit to host an event or hold a contest is a way to show your customers that you care about the community...and a way to promote your business!
- **Links**: Post links to surveys, to your website or blog, to videos, to webpages that you find interesting, etc. Many social media tools have character limits, so use a free link-shortening service to turn long web addresses into short addresses. Two good services are [http://bit.ly](http://bit.ly) or [http://owl.ly](http://owl.ly).

Do Not Post:

- **Too much personal information**: don’t be too personal, be friendly but be professional. No one needs to hear details about your personal life or your health problems.
- **Blatant ads and self-promotion**: social media is about fun, personal interaction – so posting things such as “Buy a computer from me today!” is annoying.
- **Offers of Bribery**: offering incentives to customers who give you positive reviews is viewed very poorly and is sometimes even against social media website rules
- **Sensitive topics**: Don’t write about sensitive issues such as politics or religion (unless they are directly a part of your business)
1. Homeboy Industries

A non-profit that trains and employs at-risk teens. They operate a café in downtown Los Angeles.

What they’re doing here:
- Posting a “thought of the day” to engage customers and supporters in a dialogue (and bring more viewers to their page)
- Announcing upcoming event
- Have basic information and a link to their website as well as information about when they will be at Farmer’s Markets, photos, etc

Why it works:
- Their image is uplifting, thoughtful, so having “thoughts of the day” works for them. This won’t work for everyone, but it works for them.
- Announcing events is important because all of your fans (your customers) will be aware of it and potentially attend.
- Basic information is good because it is useful – and adding photos of their latest book is both visually interesting and useful for potential buyers
Maintaining Your Social Network

Although most social media marketing tools are free to use, they are not free to maintain because they cost your valuable time and effort. Part of having an effective social media strategy is to manage your time well and to make social media a part of your overall marketing plan.

Three things you can do to maintain your social network are:
1. **Manage your time.**
2. **Integrate Social Media with your overall marketing strategies.**
3. **Track the impact of your social media plan**

**Manage Your Time**

- 15 minutes a day, 3 times per week is fine
- Don't do it too much – or else customers will wonder when you do business!
- Recycle your content (you can post the same information on Twitter, Facebook, etc – but customize it (Twitter doesn't allow photos, for example, but Facebook does!)
- Use content from other sources: see an article that is relevant to your business? Share a link to it with your network.

**Integrate Social Media with Your Overall Marketing Strategies**

Put your Facebook or Twitter name on...
- your business card
- your receipts
- newspaper ads
- your voicemail
- your storefront window
- your email signature
- Put a link to your Facebook, Twitter, or Yelp page on your website
Track the Impact of Your Social Media Plan

As with any marketing strategy, evaluating the usefulness of your social media plan is important. Maybe social media is not a good fit for you or maybe you need to develop a different strategy. The effectiveness of your social media strategy might change over time. You need to track how social media is (or is not) working for your business.

A few simple ways to track social media effectiveness:

- Track the numbers. Keep track of how many people visit your website now, how many customers you have, sales numbers, phone calls, etc. You could track these numbers in a spreadsheet or even by hand.
- Track what people say about you. What is your reputation? What are people writing about you on Facebook?
- Ask new customers how they found out about you.
- Look for reviews of your business (on Yelp, InsiderPages, etc). Only respond to negative reviews in private.

There are also advanced online tools for tracking and maintaining your social media strategy. Three free tools are Google Alerts, HootSuite, and TweetDeck.

For advanced users, there are tools to help you keep track of your tweets, posts, etc. A few of those tools are:

**Google Alerts**: Google will e-mail you alerts when there is a news story, blog post, video, or other discussion of your business. Go to [www.google.com/alerts](http://www.google.com/alerts) to sign up.

Enter your business name in the search terms field. Then, set the “Deliver to:” to your e-mail address.
**HootSuite:** keep track of multiple social media accounts all in one place, track statistics, write tweets/updates ahead of time and have them automatically post, and more.  
[http://hootsuite.com](http://hootsuite.com)

**TweetDeck:** update Twitter, Facebook, and more all from one place – and see all of your followers/friends' updates in one place.  
[http://www.tweetdeck.com](http://www.tweetdeck.com)