



# Bloggging & Social Media for Small Businesses

UTILIZING BLOGGING AND SOCIAL MEDIA TO HELP GROW  
YOUR BUSINESS WITHOUT SPENDING ALL YOUR TIME

# About the Presenter



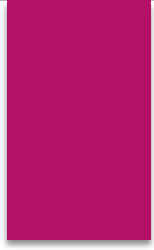
- ▶ Customer Success Manager at Forager.
- ▶ Formerly Employed with Soft Trac from 2011-2017 as an Account Manager.
- ▶ Personal Blog [www.WeekendsInMaine.Com](http://www.WeekendsInMaine.Com)
- ▶ Social Media @WeekendsInMaine

# Agenda



- ▶ Blogging
- ▶ Social Media
  - ▶ Twitter
  - ▶ Instagram
  - ▶ Facebook
  - ▶ Other
- ▶ Closing

# Blogging



# Why blog?

- ▶ Provide value.
- ▶ Share knowledge.
- ▶ Enhance your website.
- ▶ Reach prospects.
- ▶ Because it's fun!



# What was the beginning like?

- ▶ Quality Varied
- ▶ Hard to Find Topics
- ▶ Time Intensive
- ▶ Developing Voice



BLOG / JOURNAL

# How to get started?



- ▶ Choose a Platform
- ▶ Look and Feel
- ▶ Write Content
- ▶ Stay Organized

# Why use pictures?



- ▶ People like images.
- ▶ Eye catching.
- ▶ Coordinate to topic.

## Copyright

- ▶ Use your own images.
- ▶ Use creative commons images.
- ▶ Use public domain images.
- ▶ Use stock photos.
- ▶ Get permission!



# Why stay a few weeks ahead?

- ▶ More Freedom
- ▶ Juggle Posts
- ▶ Better Quality
- ▶ Stay On Track



# Why follow other bloggers?

- ▶ Identify successful blogs.
- ▶ Popular & trending topics.
- ▶ See visual impact.
- ▶ Learn something new.

The screenshot shows the Bloglovin' interface with a feed of three blog posts. The top post is titled 'Using Custom Views in Intacct by Amy Bellevue' and includes a screenshot of an 'Accounts' table. The middle post is 'Avoid this with MIP Fund Accounting: Oh my, we forgot to send them a 1099!' by Jeron Comeau, with a dropdown menu showing '<1099 Detailed Vendor Total Report>'. The bottom post is 'Q&A Time | Bancroft School talks about Soft Trac Customized Training by Karen O'Connor' and includes a screenshot of a contact record for Trista Abala.

**Accounts**

Account Number	Title
1000	Wells Fargo Checking

**Report Name**

<1099 Detailed Vendor Total Report>

**Contact Record**

ID	Last Name	First Name	Prefix	Suffix	Address
47	Abala	Trista	Mrs.		7900 Wallow Way

# What next after your post?

- ▶ Post on social media.
- ▶ Respond to comments.
- ▶ Utilize for inbound marketing.



# How to maximize resources?

- ▶ Co-workers and staff.
- ▶ Customers and vendors.
- ▶ Guest bloggers.
- ▶ Refresh old content.



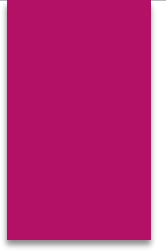
# Social Media

# Some of the basics.

## Getting Started

- ▶ Setup Account
- ▶ Compose Posts
- ▶ Follow People
- ▶ #HashTags
- ▶ @Mentions
- ▶ Repost
- ▶ Chat Directly

Twitter



# Tweeting

## My First Tweet



**Karen O'Connor**

@cousineustace



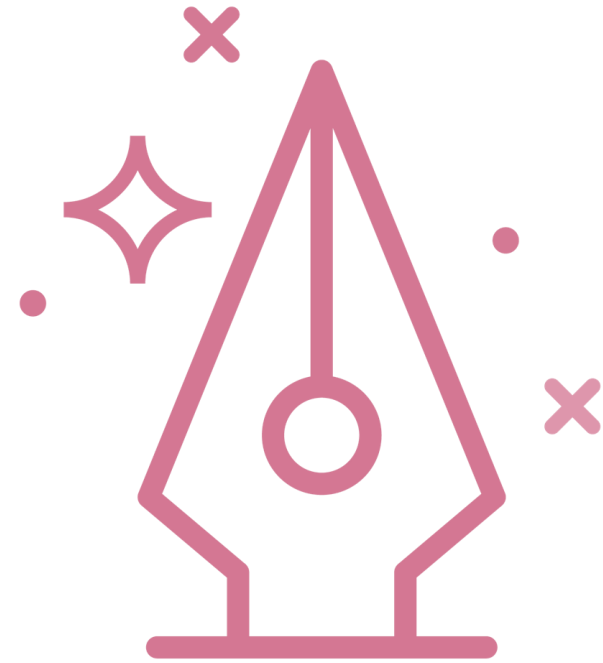
First time ever at a Supernatural Con. Been to other cons but this one was special. Thanks!! #VegasCon @JensenAckles @jarpad

8:05 PM - 15 Mar 2015



# Key Points

- ▶ Keep Blog Titles Short
- ▶ Repeat Your Tweets
- ▶ Multiple Blog Tweets
- ▶ Add Pictures



# Twitter – Speed Tips

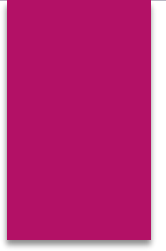
## General Ideas

- ▶ Twitter Lists
- ▶ Team Involvement
- ▶ Event Hashtags

## Software

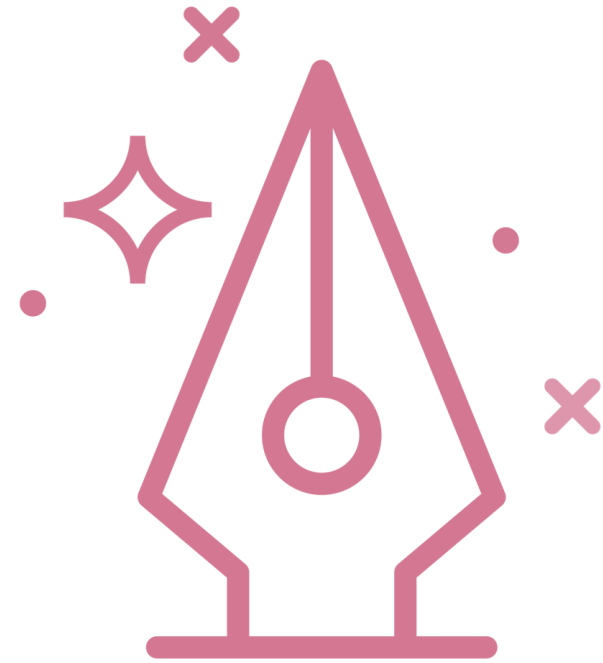
- ▶ Buffer
- ▶ Google Alerts
- ▶ Audiense

Instagram



# Key Points

- ▶ Captions
- ▶ Unified Look & Feel
- ▶ Go Crazy with #Hashtags
- ▶ Instagram Stories



# Themes.

## Instagram Post



# Instagram – Speed Tips

## General Ideas

- ▶ Link Accounts
- ▶ Favorite Filters
- ▶ Frequently Used Hashtags

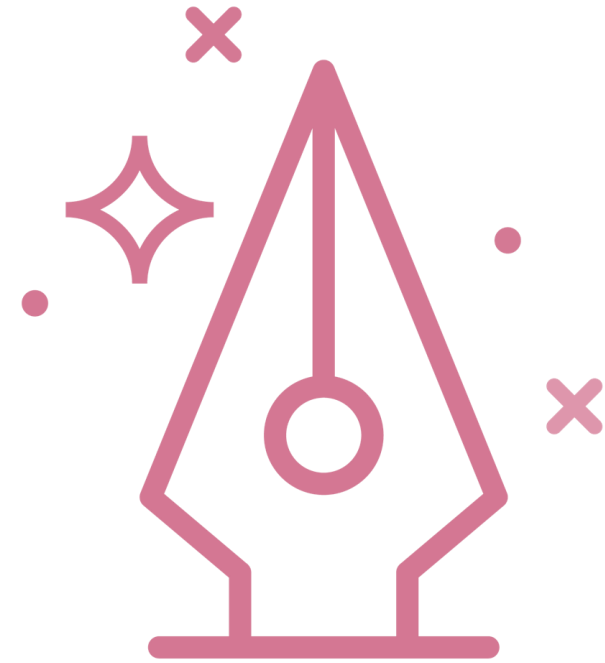
## Software

- ▶ Planoly
- ▶ <https://suebzimmerman.com>

Facebook

# Key Points

- ▶ Profile Picture
- ▶ About Section
- ▶ Call To Action
- ▶ Milestones
- ▶ Customize Tabs





# Facebook – Speed Tips

## General Ideas

- ▶ Auto Post Blogs
- ▶ Link Accounts
- ▶ Quality

## Software

- ▶ Buffer

# Other Social Media

# What are other sites & tools?

## Social Media Sites

- ▶ Pinterest
- ▶ Google +
- ▶ LinkedIn
- ▶ YouTube
- ▶ Snapchat
- ▶ Tumblr

## Additional Tools

- ▶ Canva
- ▶ Piktochart



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