

WHAT WORKS IN SOCIAL MEDIA TIPS, STRATEGIES AND TOOLS

A ROUNDTABLE DISCUSSION ON THE USES OF SOCIAL MEDIA IN REACHING AND TEACHING ENTREPRENEURS *COMPILED BY MARY PEABODY, UVM EXTENSION*

The following information resulted from a conversation among peers about social media and its potential uses in reaching and teaching entrepreneurs.

The consensus of the group was that Social Media plays a role in reaching new audiences and in providing a new way to engage your existing audience. The key to success is have a clear purpose and a goal for your social media plan.

It is a new way of communicating that requires some skill and practice to master.



TIPS & TOOLS FOR USING SOCIAL MEDIA IN YOUR WORK

Tips for getting started

- Identify your audience
- Spend some time exploring the various options/tools and select the best match
- Just jump in and do it!
- Allocate time (about 15 minutes/day)
- Use the **HELP** menus provided
- Develop a plan and some goals in order to assess progress
- Do not delete/hide critical posts
- Use every opportunity to engage your audience – social media is about dialog and interaction
- Assume everything you post is public and will be shared

Tools

- [Tweetdeck](http://www.tweetdeck.com/) <http://www.tweetdeck.com/>
Browser that connects you multiple social media profiles.
- [Hootsuite](http://hootsuite.com/) - <http://hootsuite.com/>
Another aggregator that allows you to manage multiple social profiles
- [Social Media Examiner](#) - An online social media magazine/blog, designed to help businesses discover how to best use social media tools. Offers some great articles, resources and guest “speakers”

Social Media Sites

Facebook

Founded in February 2004, Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers. More than 800 million active users makes **Facebook** a mighty force in the Social Media world.

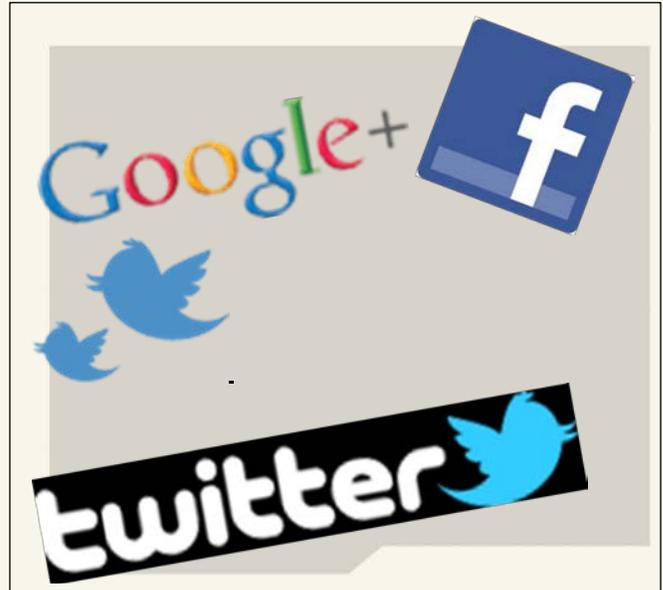
Twitter

Twitter is a real-time information network that connects you to the latest information about what you find interesting. Simply find the public streams you find most compelling and follow the conversations. Twitter runs on small bursts of information called Tweets. Each Tweet is 140 characters in length, but—you can share a lot with a little space.

Google+

The new kid in the SM universe, Google+ makes connecting on the web more like connecting in the real world. Share your thoughts, links and photos with the right circles. Use easy, spontaneous video chat to strike up conversations with as many as nine people at once. You can engage everyone on the same page with fast, simple group chat. New features are rolling out fast on this platform.

These are only a few of the many tools available in the evolving Web 2.0 universe. You might also look into [YouTube](#), [LinkedIn](#), and [Tumblr](#).



"I don't believe there is any way to avoid these Social Media tools if we want to stay in touch with our clients. This is where they are spending time...if we want to continue to be relevant to them, this is where we need to be."