

SOCIAL MEDIA SUPERSTAR

How To Use Social Media Sites
To Build Your Brand And Gain Raving Fans!



By

Investment Assets and Property Management Consulting

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Social Media Superstar

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INTRODUCTION

The introduction of the World Wide Web revolutionized how people connect with one another. But just when we thought that chatting and emailing were the epitome of online communication, the so-called 'social media' was introduced to humanity. And the rest was history.

Thanks to social media sites, staying updated on what is going on with the people we know became a lot easier. In the past, we would probably ask them via email and wait for a response. But with social media, a member can simply post the latest news about him/her and everyone on his/her friend list will be able to see the update when they log in. It is much more convenient.

We no longer have to send photos to each of our contacts just to tell them about our last trip to Hawaii or our last visit to Disney Land. Simply upload these photos to your social media profile, and they will stay there for everyone to see. This includes current people on your friend list and those you will add in the future.

As a result, people flocked on social media sites. It became so popular that as of February 2012, Facebook already had around 845 million active users. And Twitter, another popular social media site, was recorded to have around 140 million users as of the year 2012.

After witnessing this growth, it was only a matter of time until businessmen took notice. After all, business goes where the people are.

And so it happened that Facebook, Twitter, Youtube, and other social media sites soon became powerful tools for business. And there are even social media sites that specialize in business-making. One good example of such a social media site is LinkedIn.

As a fellow businessman, social media sites may have also captured your interest. If you are looking for ways to utilize these social media sites to enhance your business, you've come to the right place.

Within this eBook, you will discover tips and guidance on leveraging these social media sites as effective business tools. When used correctly, they have the potential to boost your sales.

Primarily, this eBook will focus on making your social media account appealing to users (how to increase views, likes, subscribers, and viewers).

This is because a social media account fulfills its role as a business tool only when it garners views, likes, and subscribers.

Without further delay, we introduce to you the straightforward guide to transforming your social media page into a superstar!

Chapter I: WHY BECOME A SOCIAL MEDIA SUPERSTAR?

Alright, let us start with the ‘why’ questions. Why do you need to have a social media account for your business? Why do you need to make it popular among other users? It is important to answer these questions because opening and maintaining a social media account will cost both money and time. And as a businessman, you surely do not want to invest in something that will not yield results. So, will having a social media account actually be beneficial to your company?

Well, having a Facebook account or a Twitter account may be beneficial to some business establishments but not to others. It may result in increased sales in some instances, but in other situations, it may just end up as a liability. So your first task is to determine whether having one is helpful to your business or not.

To help you decide, we have prepared a list of reasons that show how having a social media account might be beneficial to some businesses in the right situations. You can examine these reasons and analyze if they are applicable to your business or not.

Reach potential customers overseas

A social media site normally allows people from different countries across different continents to join as members. Therefore, a person with a social media account opens himself up to opportunities like meeting people from faraway lands.

What does this mean for businesses? Basically, you are opening yourself up to potential customers from different countries – not just potential customers from your homeland. If you believe that the products and/or services that you

offer would appeal internationally, then having a social media account is a cost-effective way to reach viewers abroad.

For instance, a beach resort that believes it could be internationally competitive might attract the attention of foreigners by creating a social media account. This could also apply to sellers of local products and other goods who wish to sell their products to other countries.

But what if you are only selling/offering products and/or services that are targeted to the locals? Well, you can still establish a social media account. After all, social media platforms like Facebook enable you to advertise to specific regions only.

Gain credibility in modern society.

Around the year 2003 when camera phones were still relatively new, they quickly became a trend among youngsters. If you wanted to be considered cool, you should at least own one. Why? It is because a camera phone was the latest in technology at the time. Owning one was a status symbol.

The same holds true for social media sites and businesses. Having a social media account is a current trend in the modern world. If you want to be 'cool' or 'in', you should at least have one. This has also led to a somewhat peculiar trend among companies and brands: having a Facebook account indicates that they are competitive, strong, and up-to-date.

There is an almost inexplicable appeal to a company that has a Facebook account. This could be because it gives potential customers the impression that you are keeping up with trends. And that is a positive sign, at least in their eyes.

Quickly learn what your customers are thinking.

Let us imagine a scenario: a phone company is considering releasing an upgrade of a phone that it recently introduced to the market (about 2 months

ago). But the company is hesitant, concerned that current users of the previous model might react negatively.

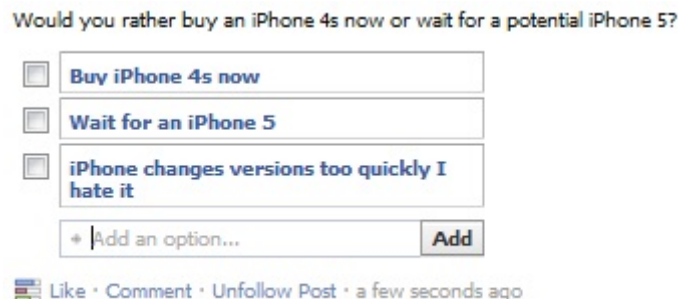
To see how their customers will react, they posted on their Facebook account that they are planning to release an upgraded model. Only hours later, hundreds of comments already flooded the said post – mostly negative reactions.

Two crucial observations can be made here: 1) the company didn't need to spend money just to anticipate their customers' reactions, and 2) the company obtained results within hours, which is faster than traditional methods like distributing survey sheets to customers.

Conduct polls and surveys inexpensively

If you open a group account (company, organization, personality, etc.) with Facebook for example, you are allowed the option of running a poll survey in which you have control over the answer choices. You can also add as many choices as you like. Also, you will be able to see the results in an instant.

Below is an example of a poll:



As you can see, you also have the option of adding more choices to the poll question. You can add more choices even after posting the question.

This way, it becomes much easier for you to gather information from your customers and potential customers. In the past, you probably have had to solicit surveys from your customers by sending survey forms via email. Now, you only need to make one post on Facebook. You will be surprised that many people are willing to share their opinions this way.

TIP: Study shows that people actually enjoy answering poll surveys posted on social media sites. However, they find it boring to answer polls and surveys sent via email.

Focus on your target market niche.

When people sign up for social media sites, it is essential that they provide personal information, including age, gender, nationality, current address, marital status, and more. They may also include more detailed personal information such as hobbies, interests, and more. So what's in it for you?

What's in it for you is that most (if not all) social media sites actually allow you to search through their database using the aforementioned personal information as filters. For instance, you can search for users who are within an age bracket of 13 to 18. You can also specifically target women, married people, or people who listed basketball as one of their interests.

This means you can use social media sites to find your target market niche. You can focus solely on the people you want to reach. For example, you probably want to focus your advertisement on moms, dads, and/married individuals if you are selling baby products.

Later in this eBook, you will learn how to use Facebook, Twitter, and other social media sites to target specific people. You will learn how to use these functions.

Chapter II: THE FACEBOOK SUPERSTAR

Let us get started with what is probably the most popular and most widely used social media site to date. As of February 2012, Facebook is recorded to already have 845 million users around the globe. By using Facebook as a business tool, you can have access to these users.

Getting Started With Facebook

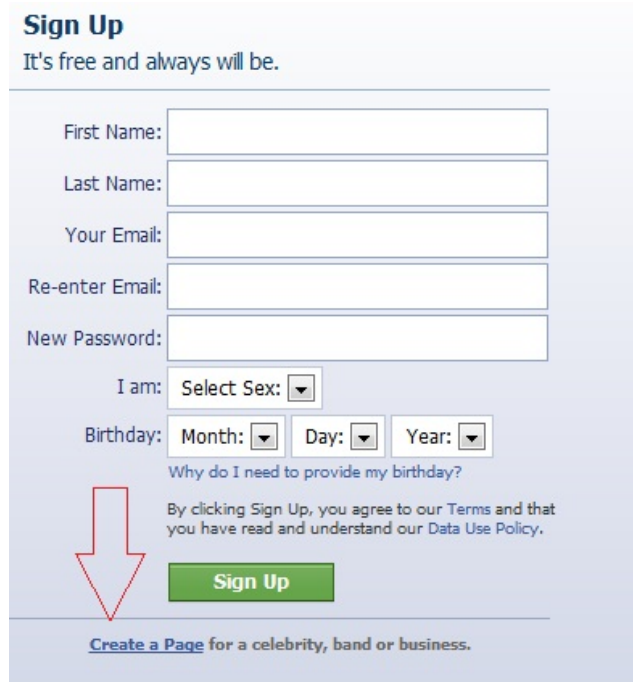
Before we tell you how to use Facebook to promote your business, we will first teach you how to set up a Facebook group account. It is rather simple, but there are some tricks to it.

Setting Up A Group Account

If you are using Facebook to promote a business, brand name, or a company, then you should open a group account instead of a personal account. A group account can be set up as any of the following:

- Local business or place
- Company, Organization or Institution
- Brand or Product
- Artist, Band, or Public Figure
- Entertainment
- Cause or Community

On the Facebook homepage, you can locate the button that will take you to the group sign up page:

A screenshot of the Facebook 'Sign Up' form. At the top, it says 'Sign Up' in bold blue text, followed by 'It's free and always will be.' in a smaller blue font. Below this are five input fields: 'First Name:', 'Last Name:', 'Your Email:', 'Re-enter Email:', and 'New Password:'. Under the email fields is a dropdown menu labeled 'I am:' with 'Select Sex:' as the current selection. Below that are three dropdown menus for 'Month:', 'Day:', and 'Year:'. A link 'Why do I need to provide my birthday?' is positioned below the birthday fields. A red arrow points from the text 'By clicking Sign Up, you agree to our Terms and that you have read and understand our Data Use Policy.' to a green 'Sign Up' button. At the bottom, there is a link 'Create a Page for a celebrity, band or business.'

So, how is a group account different from a personal account? With a group account, you will not be able to add friends in the same way as a personal account can. This means there will not be a friend list that will show up.

Instead, people can simply 'Like' your page and become subscribers. They will then be listed in the 'Members' section.

A group page is preferred when using Facebook to promote a business, company group, organization, and similar things.

Activating All Features of Your Group Account

Initially, you are not given full access to all the features of a Facebook group page. To activate all features of the page, you have to gather 25 likes from other users. This may be quite difficult to achieve. But there are ways to get this done easily.

Here are some tips:

- 1) Ask help from all your friends and family members. It is likely that you know a lot of people who also have a personal Facebook account. Tell them to like your company's Facebook page.
- 2) If your company works with a lot of employees, you can ask them to like the company page.
- 3) Advertise your page using Facebook Ads. This will be discussed later.
- 4) Like other groups so your profile will appear on their pages. This way, people will find out about you and hopefully, they will like your page too.
- 5) Sometimes, if you 'Liked' a page, the owner of that page will 'Like' you back.

And these are just some of the things that you can do to get your first 25 likes. This is important to activate all features of your group account. Get this done before you proceed with the rest.

Promoting Your Facebook Page

After you have set up your Facebook group page and after you get your first 25 likes, it is now time to promote your Facebook page. By 'promote' it means you want to get a lot of people to view your page. You also want them to 'Like' your page because doing so will subscribe them to all the announcements you will make on your page.

It is important that you get views and likes because it is the main reason why you even made an account. A social media page will not serve its purpose unless you get views and likes. And simply opening an account and letting it sit still will not get you views and likes. You have to work in order to achieve this.

Now that you have a Facebook page for your business, it's time to learn how to become a Facebook superstar with many views and likes.

Facebook Superstar Tip No.1: Utilize Facebook Ads

Alright, let us begin with the most effective of all the methods. Using Facebook Ad is the fastest way to reach your target market niche. However, it is also probably the most expensive. Take note that this is a paid feature by Facebook.

When you choose the option “Advertise on Facebook” – a feature which is only available to group pages and not on personal Facebook accounts – you will be taken to the following page:

Advertise on Facebook

1. Design Your Ad

[Select Existing Creative](#) [Design Your Ad FAQ](#)

Destination:

External URL

[?]

URL:

Suggest an Ad

[?]

Title:

[?]

25 characters left

Body:

[?]

90 characters left

Image:


Choose File

No file chosen

[?]

Preview:

Example Ad Title



Your body text will go here.

[Continue](#)[Questions about creating your ads?](#)

The next step is to choose the target market niche for your advertisement. The options are found just below the page shown above. It appears as follows:

2. Targeting [Ad Targeting FAQ](#)

Location

Country: [?]

☒ Everywhere
☐ By State/Province [?]
☐ By City [?]
☐ By Zip Code [?]

Demographics

Age: [?] -
☐ Require exact age match [?]

Sex: [?] ☒ All ☐ Men ☐ Women

Interests

Precise Interests: [?] +

[Switch to Broad Category Targeting \[?\]](#)

[+ Show Advanced Targeting Options](#)

You can choose which members of Facebook will be reached by your advertisement. You can focus on a country, a city, an age group, a gender group, and target people according to their interests.

By using this feature wisely, you can make your advertisement appear on the pages of your targeted niche.

However, this is a paid service. If you are working on a limited budget, you might look for ways to promote your page without spending. Are there ways to do this?

Yes, there are. This leads us to the next step.

Facebook Superstar Tip No. 2: Page Liking

It is one of the most popular features of Facebook and it has become quite iconic – the ‘Like’ button with the thumbs-up symbol. With a personal Facebook account, you probably use this feature, thinking that there is not much benefit to it. However, in business, using this feature can boost the popularity of your Facebook page. How?

Say for example, you visited a page. If you ‘liked’ that page, other people who view that same page will see your activity (example: XYZ Company liked this). So if your company name is “Baby Stuffs Co.”, it will appear as “Baby Stuff Co. liked this”.

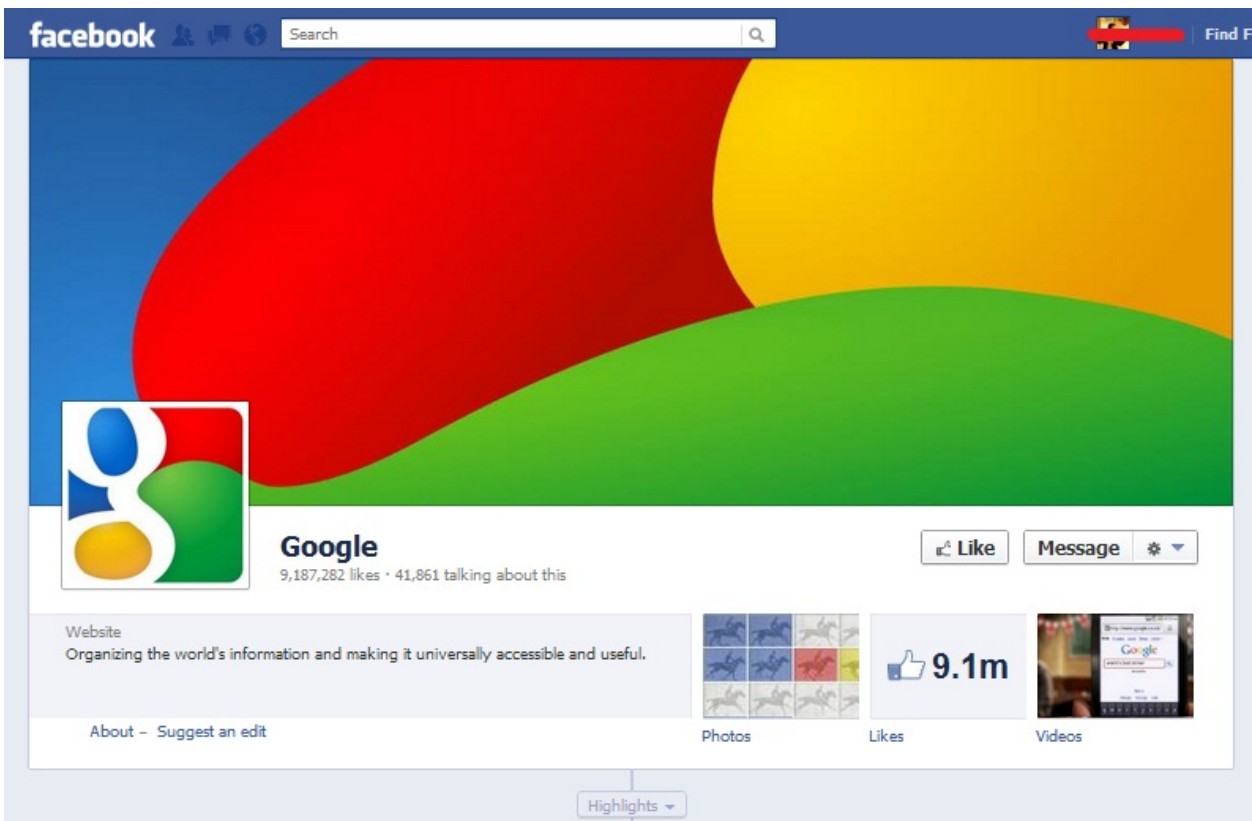
This is one way people might discover your page. If they see you in this way, there is a chance they might view your page and possibly become a subscriber.

But you have to focus on pages that matter the most. So if you are marketing baby food, then maybe you should like related pages such as baby toys, baby clothes, baby accessories, and so on. You might also want to like pages that are frequented by moms.

Facebook Superstar Tip No. 3: Forming Affiliates

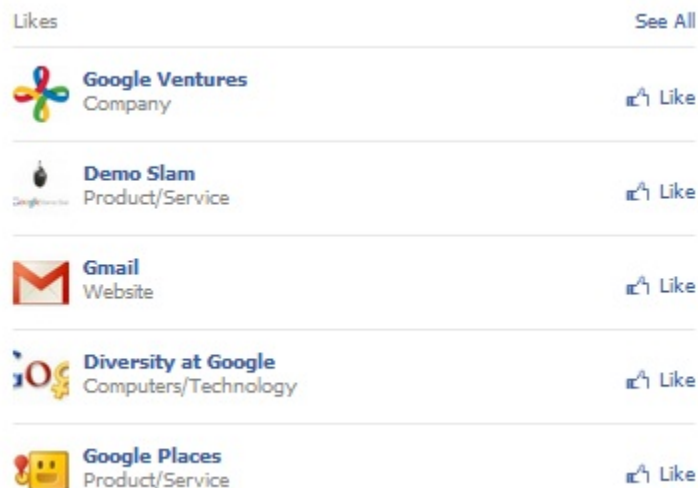
Previously, we talked about ‘liking pages’. This time, we will talk about ‘getting likes’. But it is not just any ‘like’ from any user. This is like forming an affiliate because what we want to get is the ‘like’ of an influential or popular group/company/brand/page.

For example, let us take a look at Google's Facebook account.



This is the first thing you will see on their page.

And if you are already using Facebook Timeline, you just need to scroll down a little to see the box below:



This box displays all the other Facebook pages that Google has liked. This means that whoever Google has liked will appear on its page. And because Google is a prominent name, this will be a significant boost in fame.

For example, let's say that you are selling baby products. If your page receives likes from brands like Gerber and Huggies, that is going to be a big boost for your company! Your Facebook page will be featured on the pages of Gerber and Huggies. It's as if you are an affiliate. This will greatly impact how others perceive your company.

Essentially, you should focus on obtaining likes from prominent names in your industry.

Facebook Superstar Tip No. 4: Maximizing the Use of SEO

SEO stands for Search Engine Optimization. When a webpage is SEO optimized, it has a higher chance of appearing among the top ten results on Google's search results when a user searches using a related keyword.

For instance, when a user uses the Google search engine to find baby toys and uses the keyword 'baby toy', the web pages that are SEO optimized for the keyword 'baby toy' will have better chances of appearing among the top ten results.

This is crucial because most people only review the top ten results. They usually do not check the second, third, or any subsequent pages of the search results.

So, how is SEO linked to increasing the popularity of your Facebook account? Well, you can optimize your Facebook page for relevant keywords so that when a person searches the web for products and/or services related to what you offer, it is probable that your Facebook page will appear among the top ten results on Google. How do you optimize your Facebook account for SEO? Below are some methods:

How to make your Facebook Page SEO enhanced

1. Choose a page name that includes the main keyword.

This can be tricky. For example, your company name is Louise & Clarke and you sell leather items. Of course, you may want to use your company name Louise & Clarke as the Facebook page name. However, consider adding related keywords to it. Here are some examples: Louise & Clarke Leather Goods, Louise & Clarke Genuine Leathers, Louise & Clarke (Leather Items).

2. Include keywords in your page profile information.

When creating a Facebook group page, you are also asked to provide information about your company. In the “about” section, located just below the profile picture, you can write a brief description about your company. This is an opportunity to craft a paragraph that contains a lot of keywords related to your industry.

3. Create posts that are SEO optimized.

While maintaining your page, it is normal that you will likely make posts once in a while. You may do this when informing your members on sales offers, new products, and such. But when you do, try to make the announcement include related keywords.

4. Customize your URL.

Every Facebook page (including personal pages) are designated a URL. This appears on the address bar when you are at the home page of your profile. In the beginning, you are given a default URL which can simply be a series of numbers. However, you have the option to personalize this. You can do this in the settings to select a more fitting URL (e.g., www.facebook.com/babyproducts).

CAUTION: There is a danger that many users forget when optimizing their pages with keywords. They end up inserting too many keywords or adding keywords to a sentence, even if it makes the sentence sound ridiculous. When adding keywords, ensure that the sentence still makes sense. Do not add a keyword just for the sake of adding it.

Facebook Superstar Tip No. 5: Advertise

You may have created a Facebook account for your business, hoping it will serve as a form of advertisement to promote your business. However, you likely use other advertising methods as well. For example, you may promote your products and/or services through television ads, radio ads, newspaper ads, and other methods.

In this case, it would be beneficial to promote your Facebook page through your other advertising methods. For instance, at the conclusion of your TV commercial, you could include a brief message saying ‘Visit Us On Facebook’. You can also do the same for radio ads, newspaper ads, and other mediums.

Facebook Superstar Tip No. 6: Use Facebook Buttons/Plugins

If you have an official website for your business, you can incorporate Facebook plugins into that website to attract more views, likes, and subscriptions to your Facebook account (as you remember, we want a lot of views, likes, and subscriptions because we want to become a Facebook superstar).

But what do these plugins include? They consist of the following:

- Like button
- Subscribe button
- Send button
- Comment plugin

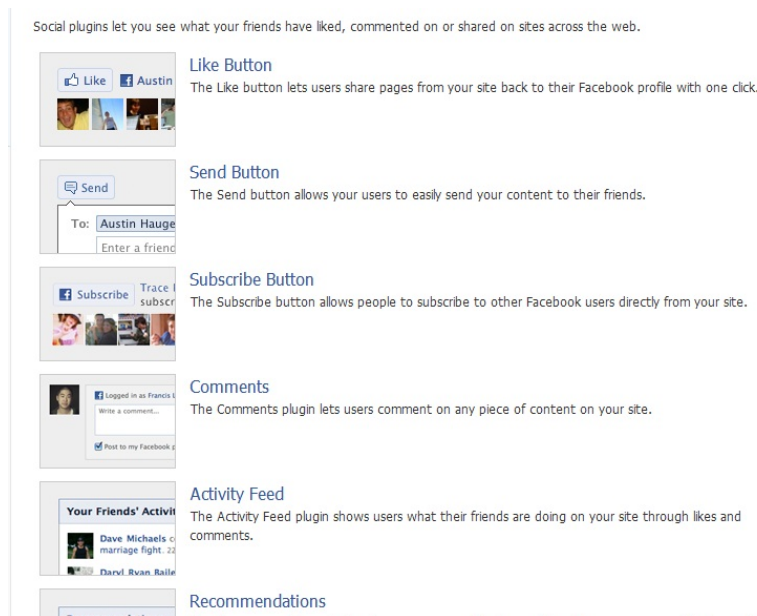
Like Button

If you posted a story on your main website that also appears on your Facebook page, you may include a ‘Facebook Like button’ on it so that viewers can easily share the story to their own Facebook profile. If a person likes a story or content on your website, it will be visible to everyone in the friend list of that person. This opens you up to plenty of potential new viewers and members.

But how do you create a like button on your main website? On the admin panel of your Facebook page, you will see the option “Discover Resources and Tips” under the “Page Tips” section. Click on the option, and you will be directed to the customization page.

Here, simply click the “Use social plugins” under the “Connect with people” section, and you will be taken to the list of Facebook plugins available to you.

Here is a screenshot of the page:



Simply select the “Like Button” option, and you will be taken to the “Like Button” generation page. It looks like this:

Search |

Step 1 - Get Like Button Code

URL to Like (?)

Send Button (XFBML Only) (?)

☒ Send Button

Layout Style (?)

standard ▾

Width (?)

450

Show Faces (?)

☒ Show faces

Verb to display (?)

like ▾

Color Scheme (?)

light ▾

Font (?)

▾

Get Code

You have the option to change the appearance of the button. You can control its size in pixels. You can also change its color.

Send Button

The send button is slightly different from the like button. While both plugins are designed for users to share your content with their friends, the send button allows users to send content to specific individuals or people on their friend list.

The Send Button can be found in the same category as the Like button, and you also have the option to customize its appearance and other features.

Subscribe Button

The subscribe button allows the user to receive future updates on your Facebook page. This is convenient because the user no longer has to visit your Facebook page just to log in. They can do so on your official page if you provide a Subscribe button plugin.

Essentially, these are all the plugins you need to use to widen the scope of your Facebook account. Of course, you also have the option to explore other settings available in Facebook. They are all designed for the same purpose: to make your Facebook page more popular with users.

Facebook Superstar Tip No. 7: Boosting Your Posts

A boring post will always remain boring. Even the most interesting post will need a boost to ensure all your followers see it. And there are some ways to do this.

These functions are ‘starred post’ and ‘pinned post’. So what are they? Let us take a look at them.

Pinned Post

When you pin a post, you automatically place that specific post at the top of your profile page, regardless of its date. This is useful if you want to make an important post more noticeable to your audiences.

Starred Post

Next, there is the starred post. Unlike the ‘pinned post’, it does not elevate a post to the top of your profile page. Instead, it widens the size of a post so that it is bigger and more noticeable.

If you are using Timeline, you will notice that your page consists of two columns (left and right). And one post uses up one column space. However, a starred post uses two column spaces.

A top post, which is assigned as a ‘starred post’, uses up more space than the two posts below it. This is particularly useful when making announcements that you really want your subscribers to see.

Chapter III: THE YOUTUBE SUPERSTAR

You probably still remember when YouTube was in its infancy and running on its beta version. However, even at that time, its potential was evident. It quickly gained popularity among many users and soon became a multimedia giant. Now, it is one of the most visited sites, and many businesses use it for advertising, promotion, and customer attraction.

However, using YouTube involves more than just creating a good video and uploading it. Regardless of a video's quality, it is unlikely to receive many views without employing the right strategies. To assist you in utilizing YouTube effectively, we have prepared tips and guides for your use. By following these tips, you can utilize YouTube as a potent and efficient marketing tool.

To simplify matters, we have divided this chapter into three sections. The first section will guide you on expanding the reach of your videos. The second section will instruct you on enhancing the credibility of your YouTube page. The third section will explain how to ensure that each of your videos is of good quality.

All three of these factors are crucial if you aim to popularize your YouTube page, popularize your company's image, and attract more customers.

Making Your Videos More Visible

Now, let's discuss how to increase the visibility of your videos. What does this mean? Imagine this scene: you posted a video about 'how to cook lasagne'. When you searched for 'how to cook lasagne' using YouTube's search engine, you realized that your video did not appear among the top results. After checking subsequent pages, you probably discovered that your video ended up on the third, fourth, or even the fifth page. In such a case, your video is not

visible. Also, your videos are not likely to get views because your video is not appearing on the top list.

Here is another scene: someone is viewing a different video about ‘how to cook lasagne’. And on the right side of the screen, there are a number of recommended videos – all related to the topic and are also about ‘how to make lasagne’. However, your video is also not there. Again, your video is not visible.

So, how do you make the videos you posted appear among the top search results? Also, how do you make your videos appear in the recommended videos when people view related videos?

Below are some methods to achieve this:

Add as many relevant tags as you can.

After uploading a video, you will be prompted by YouTube to add related tags to the ‘tags box’ of your uploaded video. These tags are actually just single words. You are not allowed to use phrases or combinations of words. So how do tags work?

Let us say, for example, that a user searches for the keyword ‘pasta’. If the word ‘pasta’ appears as one of the tags in your video ‘how to make lasagne’, your video is likely to appear among his top search list.

Also, when another user uploads a video and adds the tag ‘pasta’, your video is also likely to appear among the recommended videos when another user views his video. This is because your video shares the same tag, which is the word ‘pasta’.

And where do the tags appear on a video? There is a description box right below every video. Simply maximize the description box, and you will see the tags at the bottom.

So, how do you choose tags for your video? Just think of any word that might be related to the topic of your video. It could be anything. Also, think of what keywords people might use when they search YouTube for any content related

to your video. You can also check which tags are used by users who uploaded a video of the same nature.

Linking Your Videos

Here is another way to spread your videos around: linking them to other web pages that you own. For instance, if you also have an official webpage for your business, you can provide a URL link that will direct users to your YouTube videos.

The same goes for your Facebook page. By simply copying and pasting the URL of your YouTube video, you can share it on your Facebook profile. You can also do the same with Twitter and other social media sites. You also have the option of allowing other people to link your videos to their sites.

But you have to be careful about this one. It is possible that other people might use your videos for different purposes. Ideally, you should limit the ‘share options’ of your videos. If others want to share your videos, they should get permission from you first.

Using An Effective Title

The title is important. Even if your video makes it to the top list, users will still have to choose which video to view among the top lists. You have to come up with something catchy.

Most of the time, however, users just choose the simplest titles. For instance, if they are looking for a lasagne tutorial video, titles like: “How to make lasagne” or “Lasagne Recipe” usually catch more attention. Then again, some additions like “Easy Lasagne Recipe” and “Lasagne Recipe for beginners” also get a lot of attention.

If you want to add more detail to your title, you can make use of open and close parentheses. For example, if your main title is “How to make lasagne” and you want to emphasize that your recipe is something that anyone can do,

you can add more info enclosed in parentheses so that it will look like this: “How to make lasagne (An easy recipe anyone can make)”

Also, it is important that your title includes the most important keywords and/or keyword phrases. This is because the title plays a role in whether your video will appear among the top search results when someone searches for related content.

Importance of Quality Videos

Consider big brand names like Google. If they were to post a video, you would expect it to be of top-notch quality, right? The same applies to companies that are not yet well-known. If your business is just starting and yet you have manage to upload some really high-quality videos on YouTube, it gives audiences a positive impression of your company.

Audiences will have the following impressions: 1) you prioritize quality, 2) you are up-to-date with the latest media technology, and 3) you care about your company's image.

In simple terms, it is crucial that you only upload high-quality videos. They do not have to be high resolution, but the editing, content, and sequence must be impressive. Here are some tips on how to produce quality videos:

Consider outsourcing the task

This is likely the primary choice among business owners. Rather than creating the video themselves, they opt to hire someone else to handle the task. After all, who can create a YouTube video better than a media professional? If you are not confident in your video editing skills, you can delegate the task to professionals who specialize in creating quality videos.

So where can you find them? Well, they are now easy to find on the internet. Outsourcing websites, such as oDesk, for example, allow you to find media professionals online. If you want to cut expenses, it has been observed that

freelancers from Asia typically have lower rates. Moreover, individuals from the Philippines generally perform well.

But since you have no idea about the skill level of the person you are hiring, it is best that you ask the freelancer for some samples of his previous work. This will give you an idea of the quality of the job he can produce. Also, be very specific in your instructions so you will get the kind of output you desire.

[Check the videos for errors before launching.](#)

After receiving the final output, you still need to check it again. Take note that your video will represent your company. Even the slightest error, a typographical error, could potentially tarnish the image of your company.

Watch the video and check for possible technical errors. But other than this, you also need to check for potentially offensive content. You need to be careful with your language. You also need to be selective with jokes.

Those that hint at racism are particularly sensitive. Also, avoid messages and/or implications that you have taken a certain opinion which is of current interest to the public (e.g., regarding the legalization of same-sex marriage).

[Match the theme and atmosphere of your videos](#)

Let us say for example that your videos are aimed at professionals, businessmen, and other high-ranking individuals, would a childish theme with cartoonish characters and bouncy cartoon music be appropriate? Certainly not. You need to align the design and theme of your videos with your audience. This is how you keep them glued to you.

For professionals, you probably want a corporate theme that is simple, concise, and professional in appeal. For children, opt for something fun, lively, and colorful. For female audiences, consider something chic, feminine, and fashionable.

High Res or Not?

It is quite impressive if you can produce high-resolution videos. However, it is not always beneficial. For instance, some users might not have a very fast internet connection, so a high-resolution video might not be very convenient for them.

Additionally, videos on Youtube can be of good quality even without high-resolution decoding. Regular videos can also be easily viewed on mobile devices such as tablets, mobile phones, and other handheld browsers.

Adding Credibility To Your Youtube Page

Now let us move on to ‘credibility’. Any company needs good credibility, whether online or not. Good credibility attracts more customers because it builds trust. So how can you maintain good credibility for your Youtube page?

Actually, it is as simple as managing the aesthetics of your Youtube page. Simply put, your YouTube page simply needs to look neat and attractive. In addition, you also need to show a good attitude.

Here is how you do it:

Authentic page design

The page design must appear professional, not like a design experiment by a child. The design must also align with the the industry your company is in. For instance, if you are selling musical instruments online, then perhaps you should use a design related to music. A background with a music staff and some photos of musical instruments may be suitable. And since music falls under arts, your page must look very artistic.

Use of Company Logo

Next, there is the use of the company logo. If your Youtube page is simply named after your company but does not feature your company logo, people will think that your Facebook page is just made by some fan or third-party group. The use of a logo is like a guarantee that the Facebook page indeed belongs to your company.

Use of Proper Etiquette

This is probably the most important. On Youtube, people can be brutally honest about their feelings. They can also be very open when it comes to insults and criticisms. However, it is necessary that you keep your cool. Take note that you represent an entire organization. People will expect you to act professionally.

Chapter IV: THE TWITTER SUPERSTAR

And now we move on to the controversial Twitter – the social media site that skyrocketed some people to fame and plummeted some people and organizations from top to bottom. Yes, Twitter made some people famous. But if used incorrectly, it can ruin one's reputation.

Therefore, Twitter should be used wisely when promoting your business. But actually, it is really not difficult to do things right on Twitter. It is actually a lot more difficult to do things wrongly and as a result, damage your reputation. Why? Twitter is fairly easy to use. And avoiding mistakes is fairly common sense.

But still, there are some tricks which you can use to make sure that your Twitter account will boost your company image more efficiently. This chapter will discuss these tricks and techniques.

Understanding whom to follow

When you follow a Twitter user, your name will appear on that user's page. Therefore, you are exposing yourself to all the other users who are also following that Twitter user. This is one of the most effective ways to make your Twitter account known to others. However, you should not follow just anyone. Make sure that you follow Twitter accounts that are related to your industry.

For instance, if you are selling health products, then you should like pages that are also about health and wellness. This is important because you need to maintain the number of groups that you follow. This will be discussed next.

Maintain a balance between your followers and the accounts you follow

On your page, people can see how many individuals you are following and how many are following you. If your Twitter page represents an organization or a company, it is not ideal to follow more users than those following you. It may portray you as desperate and weak.

As a company, you should appear stable and strong. This is the impression you convey if you have many followers and follow fewer users.

However, it is important to follow relevant organizations to expand your Twitter account's reach. Therefore, you need to be selective about the Twitter users you follow.

Gain subscriptions from popular Twitter users

Following a popular Twitter account related to your industry can be beneficial. However, something even better is getting that popular Twitter account to follow your page. Achieving this can be challenging to accomplish.

You can send a proposal to that Twitter account and request the moderator to follow your page. Naturally, you must explain why you want this to happen. You need to persuade them. It becomes easier if you have something to offer in return.

Be active

Having many followers does not mean you can stop there. Keep in mind that Twitter users can choose to 'unfollow' you. They typically do this if they notice your inactivity. In essence, they will unfollow you if they see that you are no longer making any posts (tweeting).

Being active also involves promptly responding to important questions from users. If you only post your thoughts without responding to their questions, no

meaningful communication happening. Remember that communication is a two-way street.

Modify your URL

This is a way to make your Twitter page more discoverable online. You can do this in the settings section. When you signed up on Twitter, you were designated a random URL which can simply be a combination of numbers. You can change this to align with your company name. For example: www.twitter.com/louisseandclarke.

Select your page name and icon wisely.

This is akin to the face of your Twitter account. Unlike Facebook, Twitter is not primarily designed for photos. Therefore, your profile picture and page name represent you. Ideally, use the full name of your company. You can also make some additions enclosed in a parenthesis in order to add more details (example: Louise & Clarke (leather handbags)). You should also select an icon that best represents your company. Typically, it should be your company logo.

Link to your other social media accounts.

And to promote your Twitter page further, you can also advertise it via your Facebook and Youtube account. Simply providing a link is sufficient. You can also utilize plugin buttons provided by Twitter. If you have an official website, you can also add Twitter plugins there.

Chapter V: GOING PROFESSIONAL WITH LINKEDIN

LinkedIn is not your basic social media site. It is special in a way that it is focused on business. LinkedIn has a very professional and corporate air to it. Unlike Facebook and Twitter where personal accounts may be opened simply for the fun of it, LinkedIn users are mostly there to do business.

First, let's discuss the pros and cons of utilizing LinkedIn.

Disadvantages

You probably opened a Facebook and/or Twitter account for your company to reach more customers. You want to take advantage of the fact that a lot of people are using these social media sites. However, LinkedIn might not offer you the same advantage.

LinkedIn has mostly professional members only. They are there to look for jobs, employees, customers, or business affiliates. It is not likely that you will find teenagers setting up a LinkedIn account just for fun.

So if your purpose is to reach a specific market niche for your products and/or services, LinkedIn might not be the best place.

Advantages

But if your purpose is to find business affiliates, contractors, employees, and customers, then opening a LinkedIn account might be beneficial to you. Think of it as a place where companies and job seekers meet.

Also, the format of a LinkedIn profile is really designed for business. If you create a personal account, for example, you will notice that your profile's personal information page is like a 'resume'. This makes it easier for potential affiliates and partners to find you.

Different Account Types

LinkedIn allows you to use its features under different account types. Each account type is specialized for a different purpose. They are the following: Job Seekers, Recruiters, and Sales Professionals.

Job Seekers

These are for people looking for a job. Take note that many big-name companies have a LinkedIn account. By opening a LinkedIn account as a job seeker, you can easily have access to these companies and send an application. And because your profile is designed like that of a resume, it will be easier for them to check your qualifications.

Recruiters

Are you looking for employees to hire? Then LinkedIn is one of the best places to be. You can open an account under your company name and have access to thousands of job seekers worldwide.

Sales Professionals

This is perfect for finding affiliates on LinkedIn for your business. Also, this account type allows you to use many special tools that are designed to help you in your business. It will be easier for you to find contractors, business partners, and affiliates.

Chapter VI: MORE TIPS FOR BETTER EXPERIENCE

AVOIDING THE NEGATIVES

Social media sites are not all about glory. You may have heard in the news how some people lost their credibility due to careless posts on their social media accounts. You may have also encountered users who openly criticize and insult others.

Therefore, it can be expected that if you open a social media account under your company name, there will be individuals who may try to degrade or insult you. After all, it is impossible to please everyone.

These are just a few of the disadvantages of joining the social media world. In this chapter, you will learn some tips on how to avoid these issues.

- Avoid replying negatively to negative questions. Simply answer the question to clarify things and do so courteously. Other users will appreciate this.
- Some comments need no reply. You can either leave them alone or delete them if you think they will affect the opinions of others.
- You have the option of blocking repetitively abusive users.
- Check your page regularly so you can see if there is anyone who made a negative comment. You cannot leave them for too long because you do not want other users to see.
- If you are unable to monitor your page regularly, consider hiring a moderator to do so.
- Make use of the limitation settings provided by the social media site. For example, YouTube gives you the option of disallowing comments and/or thumbs up/downs.

- Be discreet about deleting negative comments. People will think the accusation is right and that you are avoiding the topic.

ATTRACTING MORE TRAFFIC

The discussions already covered are all designed to help you get more traffic to your social media page. But here are some more tips you can use:

- Make comment posts that include keywords related to your market niche. This way, your page may appear among the top search results on Google when a user uses a related keyword.
- Make posts about general information that could be of interest to your subscribers. Although business is business, it does not hurt to add some additional information as a teaser.
- Do not always convey your messages in plain text. Learn how to use graphic arts and pictures as well.
- Try announcements in video form once in a while.
- Try announcements in recorded voice once in a while.
- Run some poll questions once in a while. Studies show that social media users prefer answering polls to answering survey questions. Not only will it pique their interest, but you will also get to know what your subscribers are thinking.

CUTTING THE COST

You thought maintaining a social media site is cheap or free? Well, it could also be expensive. Therefore, we have prepared some tips to help you cut down on costs related to the maintenance of social media sites.

- Check to see if any of your employees can do tasks such as graphic design, video making, and the like.
- Recycle old media content when creating new media. For instance, you can utilize previously commissioned graphic designs to come up with new slide shows.
- While some pages need a moderator, check to see if you can do it yourself. Monitoring the page around 2 times a day should suffice.
- Consider hiring freelancers from Asia (particularly from the Philippines). as they are highly skilled and yet, they charge at low rates.

And these are just some of the ways to keep your social media site active and engaging. Remember, you don't always have to always abide by the book. Managing a social media platform is also largely about using common sense.

Resources
