

THE Social Media GUIDE



Facebook

A social networking site where users can post comments, share photographs and links to news, play games, chat live, and stream live video. Facebook's Business Manager is helpful in promoting your company's page on the site.



LinkedIn

A business-oriented social networking site targeted toward professionals. Adding LinkedIn to your marketing strategy can help you expand your network, find clients/customers, and create a professional image for you and your business.



Twitter

An online news and social networking service on which users post and interact with messages known as "tweets". The 280 character limit makes Twitter an easily accessible form of learning information and updates from companies that customers follow.



Instagram

A social networking app, known for its square format, made for sharing photos and videos from a smartphone. Though initially used by younger generations, Instagram has grown into a premier social network that's a viable opportunity for content marketers.



Google +

A social network that allows you to join and create circles in which you can mix and match family members, friends, colleagues, and fellow industry members. It provides content marketers with tremendous SEO value.



YouTube

A video-sharing website on which users can upload, share, and view videos. Small businesses can expand their reach by including YouTube in their Inbound Marketing Campaign.