

# SOCIAL MEDIA SUPERSTAR

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



# Disclaimer

This e-book has been written to provide information about Internet marketing. Every effort has been made to make this ebook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this e-book provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source.

The purpose of this ebook is to educate. The author and the publisher does not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this e-book.



## Social Media Superstar

### Table of Contents

Social Media Superstar .....	4
Table of Contents.....	4
INTRODUCTION .....	7
Chapter I: WHY BECOME A SOCIAL MEDIA SUPERSTAR?.....	9
Reach potential customers overseas.....	9
Gain credibility in the modern society .....	10
Learn quickly what your customers are thinking .....	10
Run polls and surveys cheaply .....	11
Chapter II: THE FACEBOOK SUPERSTAR .....	13
Getting Started With Facebook .....	13
Setting Up A Group Account.....	13
Promoting Your Facebook Page.....	15
Facebook Superstar Tip No.1: Use Facebook Ads .....	16
Facebook Superstar Tip No. 2: Page Liking .....	19
Facebook Superstar Tip No. 3: Forming Affiliates .....	19
Facebook Superstar Tip No. 4: Maximizing Use of SEO .....	21
How to make your Facebook Page SEO enhanced .....	22
Facebook Superstar Tip No. 5: Advertise .....	23
Facebook Superstar Tip No. 6: Use Facebook Buttons/Plugins.....	23
Like Button .....	24
Send Button .....	26
Subscribe Button.....	26
Facebook Superstar Tip No. 7: Boosting Your Posts .....	26
Pinned Post.....	27
Starred Post .....	27

Chapter III: THE YOUTUBE SUPERSTAR .....	29
Making Your Videos More Visible .....	29
Add as many related tags as you can .....	30
Linking Your Videos.....	31
Using An Effective Title.....	31
Importance of quality videos .....	32
Outsource the task.....	32
Check the videos for errors before launching.....	33
Match the theme and atmosphere of your videos.....	33
High Res or Not? .....	34
Adding Credibility To Your Youtube Page.....	34
Authentic page design .....	34
Use of company logo .....	35
Use of proper etiquette .....	35
Chapter IV: THE TWITTER SUPERSTAR.....	36
Know who to follow .....	36
Maintain a ratio of your followers and people you follow .....	36
Get subscription from famous Twitter users.....	37
Be active.....	37
Change your URL .....	38
Choose your page name and icon wisely .....	38
Chapter V: GOING PROFESSIONAL WITH LINKEDIN .....	39
Disadvantages .....	39
Advantages.....	39
Different Account Types.....	40
Job seekers.....	40
Recruiters .....	40
Sales Professionals.....	40
Chapter VI: MORE TIPS FOR BETTER EXPERIENCE .....	41
DODGING THE NEGATIVES.....	41

INVITING MORE TRAFFIC .....	42
CUTTING THE COST .....	42
Resources .....	44

## INTRODUCTION

The introduction of the World Wide Web revolutionized how people connect to 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 then, the rest was history.

Thanks to social media sites, staying updated with what is going on with the people we know became a lot easier. In the past, we would probably ask them by 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 login.

It is so much more convenient.

We also 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 on your social media profile and it will stay there for everyone to see. This includes current people on your friend list and people you will add in the future.

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

After seeing 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 on business-making. One good example of such a social media site is LinkedIn.

As a businessman yourself, social media sites might have also caught your attention. And if you are seeking ways on how to use these social media sites to boost your business, you came to the right place.

In this eBook, you will find tips and guides on how you can make use of these social media sites as effective business tools. If used correctly, they have the potential of increasing your sales.

For the most part though, this eBook will concentrate on how to make your social media account popular to users (how to get more views, more likes, more subscribers, more viewers).

This is because a social media account will serve its purpose as a business tool only if it manages to get views, likes and subscribers.

So without further ado, we present to you the simple guide to making your social media page 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 on something that will not yield results. So, will having a social media account be actually beneficial to your company?

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

To help you decide, we prepared for you a list of reasons that shows how having social media account might be beneficial to some businesses given 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 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 motherland. If you believe that the products and/or services that you

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

For instance, a beach resort which believes it might be internationally competitive might get the attention of foreigners by setting up a social media account. This may also be true for sellers of native products and other goods who want 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 may still set up a social media account. After all, social media sites like Facebook allow you to advertise to select regions only.

### **Gain credibility in the modern society**

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

The same goes true for social media site and businesses. Having a social media account is currently the trend of the modern world. If you want to be 'cool' or 'in', you should at least have one. And this also resulted in a rather bizarre trend among companies and brand names: if a company has a Facebook account, it shows that it is competitive, strong, and up-to-date.

There is an almost unexplainable appeal to a company that has a Facebook account. This may be because it gives potential customers an impression that you are moving with the trends. And that is a good sign, in their eyes at least.

### **Learn quickly what your customers are thinking**

Let us imagine a scene: a phone company is thinking of releasing an upgrade of a phone which it recently released to the market (about 2 months ago). But the

company is reluctant, thinking that current users of the previous model might react indifferently.

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

There are two observations here which are of utmost importance to you: 1) the company did not have to spend just to know how their customers might react, and 2) the company got the results in only a matter of hours which is many times faster than any other method like sending out survey sheets to customers.

## Run polls and surveys cheaply

If you open a group account (ex. 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.

Here 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 so much easier for you to gather information from your customers and potential customers. In the past, you would probably have to solicit surveys from your customers by sending survey forms via email. This time, you only need to make one post on Facebook. You will be surprised that a lot of people are willing to share their opinion this way.

**TIP:** Study shows that people actually enjoy answering poll surveys posted on social media sites. On the other hand, they find it boring to answer polls and surveys sent via emails.

### Concentrate on target market niche

When people sign up to social media sites, it is basic that they provide their personal information which includes among others the following: age, gender, nationality, current address, marital status, and others. They may also include more in-depth personal information such as hobbies, interests, and others. 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 users which 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 that you can use social media sites to find your target market niche. You can focus or concentrate only on the people that 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 be taught how you can use Facebook, Twitter, and other social media sites to target specific people. You will be taught 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 as any of following:

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

From the Facebook homepage, here is where you will find the button that will take you to the group sign up page:



**Sign Up**  
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Birthday: Month:  Day:  Year:

[Why do I need to provide my birthday?](#)

By clicking Sign Up, you agree to our [Terms](#) and that you have read and understand our [Data Use Policy](#).



[Create a Page](#) for a celebrity, band or business.

So how is a group account different from a personal account? With it, you will not be able to add friends 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 subscriber. 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

In the beginning, you are not given full access to all the features of 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:

- 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 employee, 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.

So now that you already have a Facebook page for your business, it is now time to teach you how to become a Facebook superstar with lots of views and likes.

## Facebook Superstar Tip No.1: Use 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:  [?]

URL:  Suggest an Ad [?]


Title:  [?]  
25 characters left

Body:  [?]  
90 characters left


Image:  No file chosen [?]

Preview:

**Example Ad Title**



Your body text will go here.

 [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](#)

As you can see, you can actually choose which members of Facebook will be reached by your advertisement. You can focus on a country, a city, an age group, gender group, and you can also 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 on how to promote your page without spending. Are there ways to do this?

Yes, there are. And this takes 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 just use this feature thinking that there is not much to it in terms of benefit. But 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 will 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”.

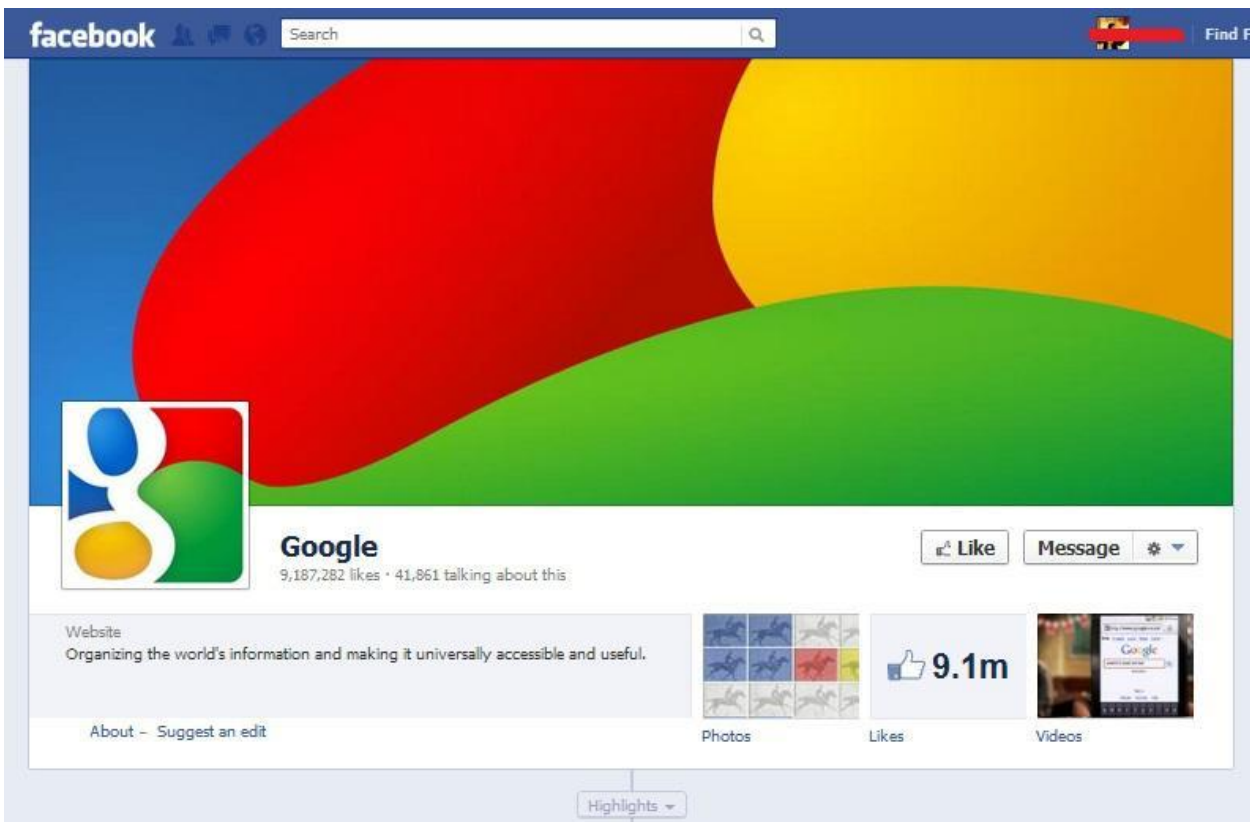
This is one of the ways people might discover your page. If they see you this way, there is a chance they might view your page and probably become a subscriber.

But you have to focus on pages that matters the most. So if you are marketing baby food, then maybe you should like related pages like baby toys, baby clothes, baby accessories, and such. 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 the Facebook account of Google.



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

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



This box shows all the other Facebook pages which Google has liked. This means, whoever Google has liked will appear on its page. And because Google is a big name, this is going to be like a big boost in fame.

Let us say for example that you are selling baby products. If your page gets a like from brands like Gerber and Huggies, that is going to be a big boost for your company! Your Facebook page will appear on the page of Gerber and Huggies. It is as though you are an affiliate. This will have a huge effect on how other people see your company.

So basically, you need to work on getting the likes of big names that are in the same industry as you are in.

## **Facebook Superstar Tip No. 4: Maximizing Use of SEO**

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

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

This is important because most people only check the top ten results. They normally do not bother checking the second page, third page, or any of the succeeding pages of the search results.

So how is SEO connected to making your Facebook account popular? Well, you can make your Facebook page SEO enhanced for related keywords so when a person searches the web for products and/or services that are related to what you offer, it is likely that your Facebook page will appear among the top ten results of Google. So how do you make your Facebook account SEO enhanced? Here are some ways:

## How to make your Facebook Page SEO enhanced

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

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

### **2. Include keywords into your page profile information.**

When making a Facebook group page, you are also asked to provide some information about your company. In the “about” section which appears just below the profile picture for example, you can write a small description about your company. This is your chance to write a small paragraph that contains a lot of keywords related to your industry.

### **3. Make posts that are also SEO enhanced.**

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

### **4. Change your URL name.**

Every Facebook page (including personal pages) are designated a URL name. This appears on the address box 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 of changing this. You can do this in the settings and choose a more appropriate URL name (example: [www.facebook.com/babyproducts](http://www.facebook.com/babyproducts)).

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

### **Facebook Superstar Tip No. 5: Advertise**

You may have made a Facebook account for your business hoping that it will serve as some sort of advertisement to promote your business. However, it is likely that you also use other means of advertisement. For instance, you may be promoting your products and/or services through television ads, radio ads, newspaper ads, and others.

In which case, it will help if you also promote your Facebook page through your other advertisement methods. For example, at the end of your TV commercial, you may include a short note saying 'Visit Us On Facebook'. You can also do the same for radio ads, newspaper ads, and others.

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

If you have an official website for your business, you can add Facebook plugins to that website in order to attract more views, likes, and subscriptions to your Facebook account (as you recall, we want a lot of views, likes, and subscriptions because we want to be a Facebook superstar).

But what are these plugins? They include the following:

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

## Like Button

If you posted a story on your main website which 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 liked 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 the option and you will be taken to the customization page.


In 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**

As you can see, you have the option of changing the appearance of the button. You can control its size by pixel. You can also change its color.

### Send Button

The send button is a little different from the like button. Although both plugins are designed to make users share your content to their friends, the send button allows a user to send only to specific individuals or specific people in their friend list.

The Send Button can be found under the same category as the Like button and you also have the option of customizing its appearance and its other features.

### Subscribe Button

The subscribe button subscribes the user to future updates on your Facebook page. It is convenient because the user will no longer have to go to your Facebook page just to login. He can do so on your official page if you provide a Subscribe button plugin.

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

## **Facebook Superstar Tip No. 7: Boosting Your Posts**

A boring post will always be a boring post. But even the most interesting post will need some boost to make sure that all your followers will 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 are automatically placing that particular post to 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. But 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 really useful when making announcements which you really want your subscribers to see.



## Chapter III: THE YOUTUBE SUPERSTAR

You probably still remember when YouTube was still a baby and still running on its beta version. But even back then, its potential was obvious. It quickly became popular to many users it soon became a multimedia giant. Now, it is one of the most visited sites and many businesses use it to advertise, promote, and attract customers.

But using YouTube is more than just coming up with a good video and posting it up. No matter how good a video is, it is not likely to get plenty of views if the correct tricks are not used. So to help you use YouTube efficiently, we prepared tips and guides that you can use. With these tips, you will be able to use YouTube as a powerful and effective marketing tool.

And to make things a lot easier for you, we divided this chapter into three sections. The first section will teach you how to make your videos reach more people. The second section will teach you how to add credibility to your YouTube page. The third video will teach you how to make sure that each of your videos are of good quality.

All of these three factors are important if you want to make your YouTube page popular, and in the process, boost the image of your company and invite more customers.

### **Making Your Videos More Visible**

Now, let us talk about making your videos visible. What does this mean? Imagine this scene: you posted a video about ‘how to cook lasagne’. And when you used YouTube’s search engine using the keyword ‘how to cook lasagne’, you noticed that your video is not among the top results. You checked the next pages and your video probably ended up in 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 on the recommended videos when people view related videos?

Here are some ways to do it:

### Add as many related 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 combination 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 which 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 that is

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 it other web pages that you own. For instance, if you also have an official web page 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 copy 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 catches 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 parenthesis. 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 a parenthesis 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 phrase. This is because the title plays a role as to whether or not your video will appear among the top search results when someone searches for anything that is related.

### Importance of quality videos

Take a look at big brand names like Google. If they posted a video, you would expect it to be of top-notch quality right? It works vice versa with companies that are not yet well known. If your business is just starting and yet you managed to put up some really high quality videos on YouTube, it gives audiences a good impression of your company.

The audiences will make the following impressions: 1) you put a lot of importance in quality, 2) you are up-to-date with the latest in media technology, and 3) you care about your company image.

So simply put, it is very important 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 shell out quality videos:

### Outsource the task

This is probably the foremost choice among businessmen. Instead of making the video themselves, they choose to hire someone else to do the task for them. After all, who can best make a YouTube video than a media professional? If you are not confident with your video editing skills, you can pass the task to people who make a living making 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 on the web. If you want to cut on expenses, it has been observed



that freelancers from Asia usually have a lower rate. Also, those from the Philippines mostly do a good job.

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

### Check the videos for errors before launching

After receiving the final output, you still need to check it over again. Take note that your video will represent your company. Even the slightest error, a typographical error perhaps, will 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 contents. You need to be careful of your use of language. You also need to be very selective of jokes.

Those that point to racism are particularly sensitive. Also, avoid possible messages and/or implications that you might have sided to a certain opinion which is of current interest to the public (example: regarding the legalization of same-sex marriage).

### Match the theme and atmosphere of your videos

Let us say for example that your videos are targeted to professionals, businessmen, and other high ranking individuals. Would a childish theme featuring cartoonish characters and bouncy cartoon music be appropriate? Of course not. You need to match the design and theme of your videos to your audience. This is how you keep them glued to you.

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

### High Res or Not?

It is quite impressive really if you can shell out high resolution videos. However, it is not always advantageous. For instance, some users might not have a very fast internet connection so a High Resolution video might not be very convenient for them.

Also, videos on Youtube can be of good quality even without having a high resolution decoding. Also, regular videos can easily be 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 a good one, be it online or not. A good credibility attracts more customers because it builds trust. So how can you maintain a good credibility for your Youtube page?

Actually, it is as simple as managing the aesthetics of your Youtube page. Or to say it simply, your Youtube page simply needs to look neat and attractive. Other than that, you also need to show ‘good attitude’.

Here is how you do it:

### Authentic page design

The page design must look as though it is made by a professional, not by a kid who is experimenting with a design. The design must also correspond to the nature of the industry your company is in. For instance, if you are selling musical instruments online, then perhaps you should use a design that has something to do with music. Perhaps a background with a music staff and some photos of musical instruments will do. And since music is under arts, your page must look very artistic.

### Use of company logo

Next, there is the use of company logo. If your Youtube page is simply named to 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 groups. The use of 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 sky-rocketed 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 ones 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.

### **Know who 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 ratio of your followers and people you follow**

On your page, people can see how many people you are following and how many people are following you. If your Twitter page represents an organization or a company, it is not good to have more people that you follow than the number people that follow you. It will make you look desperate and weak.

You represent a company and you need to look stable and strong. This is the impression that you make if you have plenty of followers and fewer people that you follow.

However, you still need to follow related organizations in order to extend the reach of your Twitter account. So you just have to be very selective of which Twitter users to follow.

### **Get subscription from famous Twitter users**

Following the page of a popular Twitter account that is related to your industry will do you good. But something else is a lot better than that: getting that popular Twitter account to follow your page. This can be quite tricky to achieve though.

You can mail a proposal to that Twitter account. You can ask the moderator to follow your page. Of course, you will need to explain why you want it to happen. You have to convince them. This is easier if you have something to offer them in return.

### **Be active**

Just because you already got a lot of followers does not mean you can stop there. Take note that Twitter users have the option of ‘unfollowing’ you. They usually do this if they see that you have become inactive. In short, they will leave you if they see that you are no longer making any posts (tweets).

Being active can also mean that you are diligently replying to important questions from users. If you just keep on posting your thoughts without

replying to their questions, there is no communication that is taking place. Take note that communication is a two-way thing.

## **Change your URL**

This is one of the ways to make your Twitter page easier to find on the net. You can do this on the settings page. When you signed up on Twitter, you are designated a random URL which can simply be a combination of numbers. You can change this to match the name of your company. Example: [www.twitter.com/louisseandclarke](http://www.twitter.com/louisseandclarke).

## **Choose your page name and icon wisely**

This is like the face of your Twitter account. Unlike Facebook, Twitter is not designed primarily for photos. So your profile picture and your page name are what represent you. Ideally, you should use the full name of your company. You can also make some additions enclosed in a parenthesis in order to add more details (example: Louisse & Clarke (leather handbags)). You should also choose an icon that best represents your company. As a rule, 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 will do. You can also use plugin buttons provided by Twitter itself. If you have an official webpage, you can add Twitter plugins there as well.

## 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 us talk about the advantages and disadvantages of using LinkedIn.

### Disadvantages

You probably opened a Facebook and/or Twitter account for your company in order 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 it is your purpose to reach a specific market niche for your products and/or services, LinkedIn might not be the best place.

### Advantages

But if it is your purpose 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 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 jobseeker, 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

### DODGING THE NEGATIVES

Social media sites are not all glory. You may have heard on the news how some people lost their credibility because of careless posts they made on their social media account. You may have also encountered users who openly criticize and insult other users.

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

These are just some of the disadvantages of joining the social media pool. And in this chapter, you will learn some tips on how to avoid them.

- 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 opinion 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.
- Hire a moderator to check your page regularly if you cannot do so yourself.

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

## **INVITING MORE TRAFFIC**

The discussions already covered are all designed to help you get more traffic into 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 list of Google when a user uses a related keyword.
- Make posts about some general information which could be of interest to your subscribers. Although business is business, it does not hurt to add some added 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. Study shows that social media users like answering polls than answering survey questions. Not only will it incite 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 prepared some tips to help you cut down on costs related to maintenance of social media sites.

- Check to see if any of your employees can do the tasks such as graphic design, video making, and such.
- Recycle old media contents when making new media contents. For example, you can use previously ordered graphic designs to come up with new slide shows.
- Although some pages need a moderator, check to see if you can do it yourself. Checking the page around 2 times a day should be enough.
- Hire freelancers from Asia (particularly from the Philippines). They are very skilled and yet, they charge at low rates.

And these are just some of the ways to keep your social media site alive and kicking. Of course, you do not have to always abide by the book. Maintaining a social media site is also mostly about common sense.

