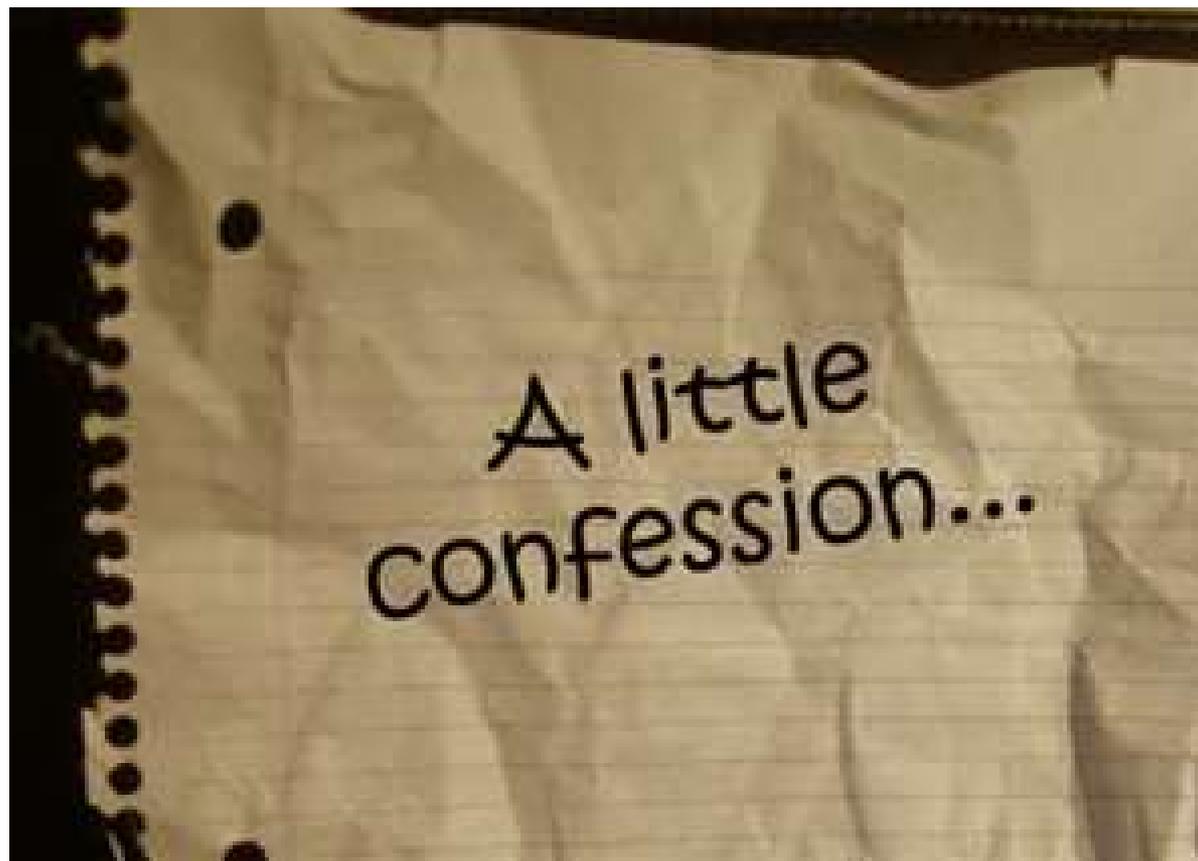




Social Media 101

Making Social Media Work for Micro Business

Karen Lawrence, Director, KLCreative Media
klcreativemedia.com





It's easy to tell micro business how to implement a social media strategy



SOURCE: [Flickr](#)

Difficult to do for my own micro business

45 Facebook Likes
261 Twitter Followers
234 LinkedIn Connections
3 Blog Followers

The image is a collage of screenshots from various online platforms, illustrating the challenges of running a micro-business. The screenshots include:

- A Facebook profile for "KL Creative Media" showing 45 likes.
- A Twitter profile for "karen lawrence @kcreative" showing 261 followers.
- A LinkedIn profile for "Karen Lawrence" showing 134 connections.
- A blog post titled "CURIOUSLY CREATIVE" with 3 followers.
- A screenshot of a desktop environment with multiple browser windows open, showing various social media and business-related content.



What's a micro business to do about social media?



SOURCE: Ryan McVay, Getty Images



Social Assets & Resources



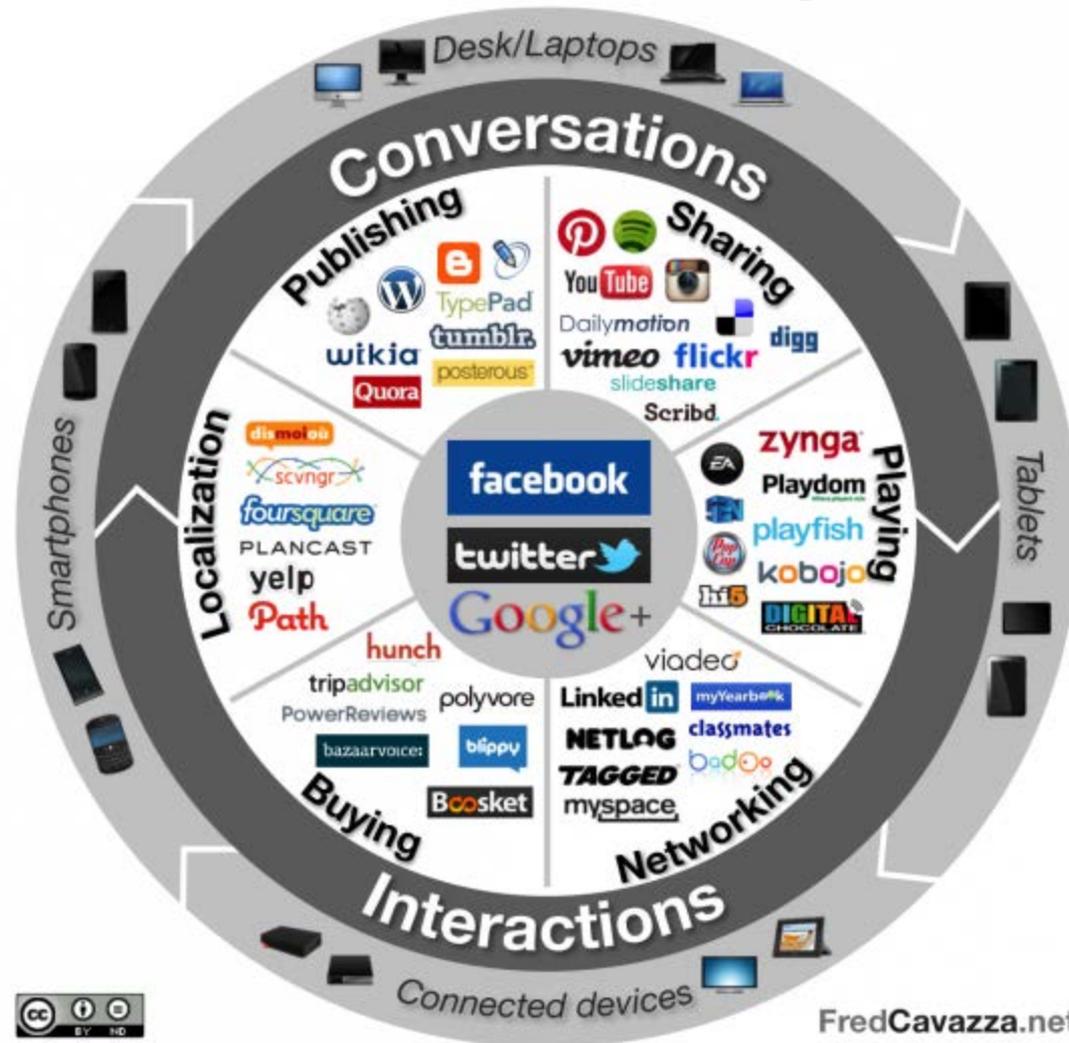
SOURCES: [The Hiring Site](#), www.greensender.com



The Latest Social Media Facts (You WILL be tested on this later)

SOURCE: [Inspired Leaders Academy](#)

Social Media Landscape 2012



FredCavazza.net

SOURCE: [Fresh Networks](#)



66% of online adults use social media

Why people follow brands on social media:

- To get discounts – 66%
- To participate in contests – 48%
- To follow interesting content – 47%
- To connect with customer service – 30%

56% of micro business owners have Facebook pages

Will Proliferation Bury Micro Business?



SOURCE: [10 Edge](#)



Digging Out the Misconceptions



SOURCE: [Doggie Guide](#)



MYTH:
The “hard sell” or
“shameless
self-promotion”
works on social
media



© ronaldjanki.com

SOURCE: [Ronald Janki](#)



REALITY: Social Media is about something you
already know how to do...
build relationships & grow trust



MYTH: You have to compete with the big guys and do everything



What We Think is Social Media Success



How Social Media Feels Most of the Time

REALITY: Choosing the right social media niche can be very effective

MYTH: Not Enough Time



*Add Social Media to
my workload?
I'm already out on a
ledge here!!*

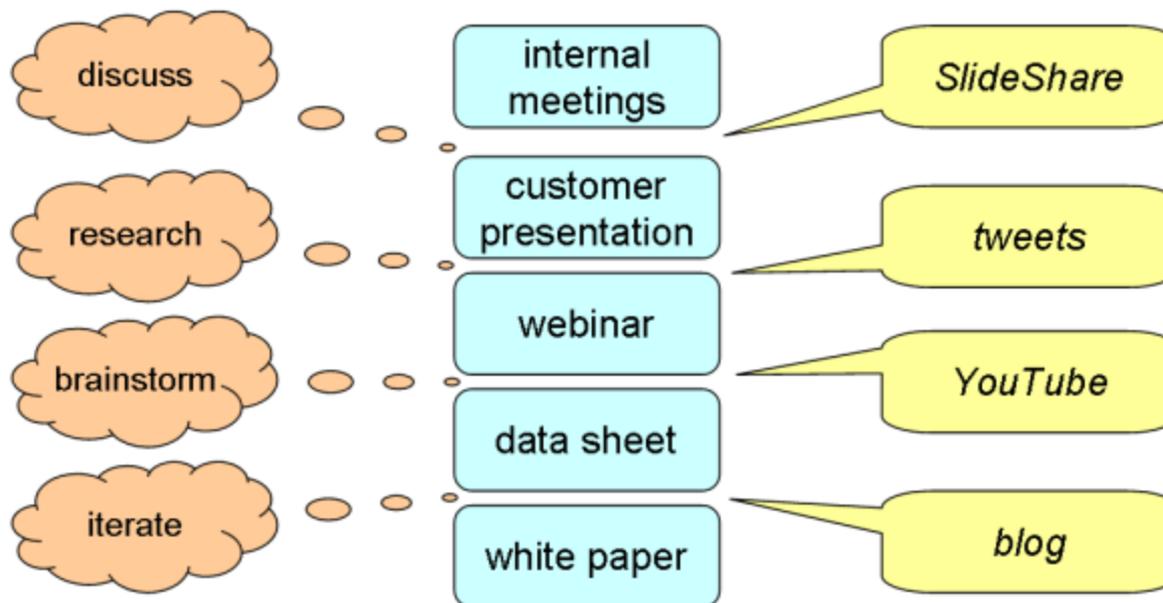
**Jump! Jump!
Jump!**





REALITY: Social media content can be leveraged from what you already do

Leverage Your Product Marketing Work It's a Great Source for Social Media



Source: [I'm Not Actually a Geek](#)



MYTH: Not enough skill



Source: [Running a PR Life](#)

REALITY: Targeting a few sites and investing in a little training time goes a long way





MYTH: Not enough manpower to keep up with content needs & changes



Source: [Writing Thoughts](#)

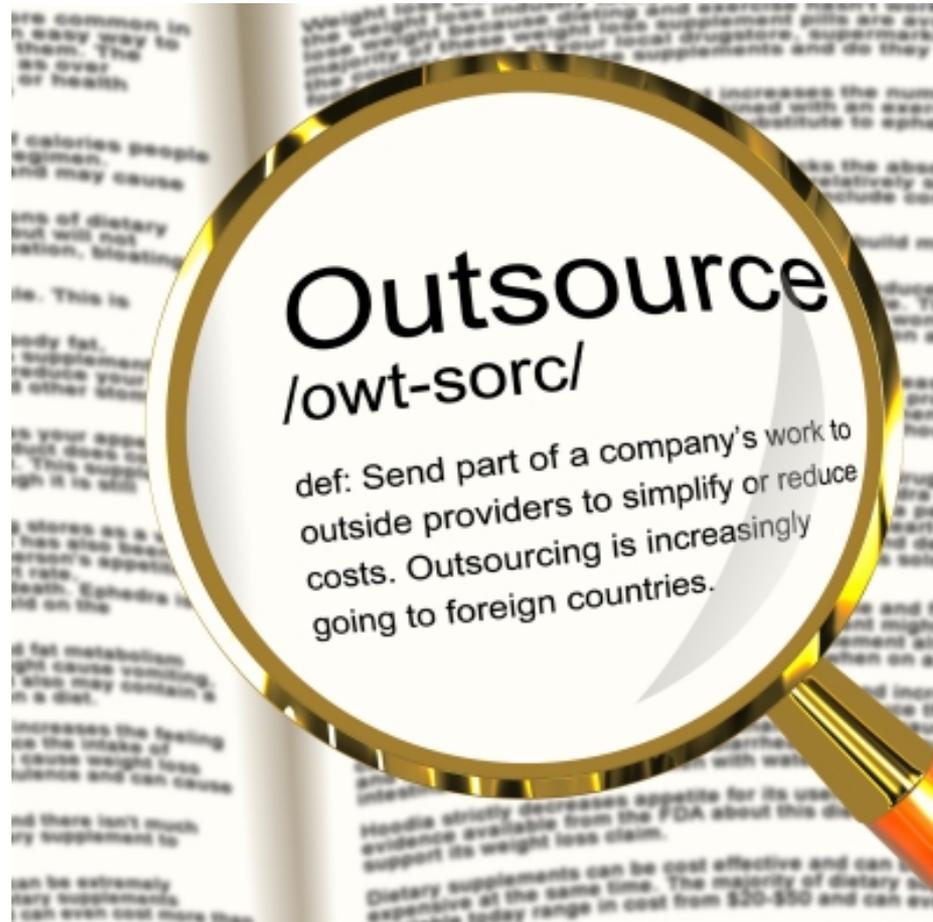


REALITY: Using shortcuts & encouraging employee/customer/community buy-in exponentially increases effectiveness

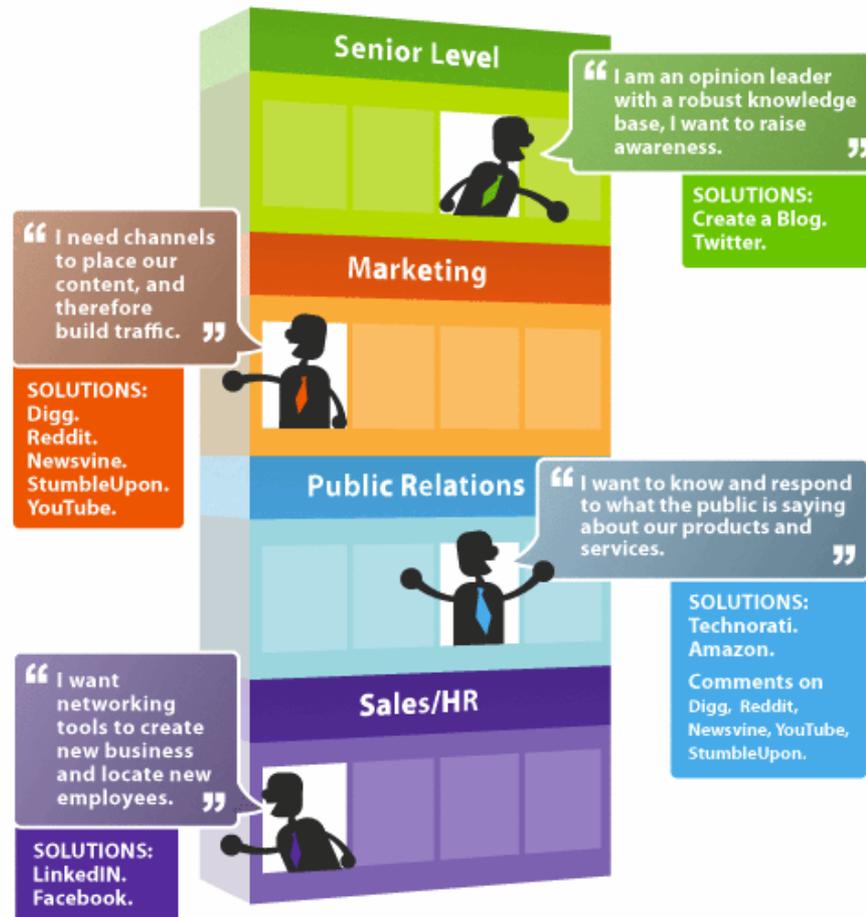




MYTH: It's too expensive and impersonal to outsource social media



REALITY: Choosing the right social media company can save time and money



Source: [The Social Fancy](#)



MYTH: Can't know if anyone is listening or if social media is providing return on investment



=



REALITY: New tools for measuring success





Where to start?

1. Know what you use social media for
2. Realize you have what you need
3. Find your niche
4. Use shortcuts
5. Hire experts when necessary



Source: donaldlafferty.com



Social Media 101

Making Social Media Work for Micro Business

Karen Lawrence, Director, KLCreative Media
klcreativemedia.com