

# GETTING STARTED

WITH SOCIAL MEDIA

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Synotac 

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Social media is the creation and use of website technologies that enable online public collaboration. These technologies are tools for managing relationships, and sharing knowledge with a mass audience. Unfortunately, this new concept is intimidating and seemingly overwhelming to the people that can benefit from it the most, i.e. business owners and marketing executives. The best way to overcome this barrier is to learn the basics and start setting up your own social media presence.

You've likely heard of the social media destinations, **Facebook**, **Twitter**, **LinkedIn** and **MySpace**. They combine several social media technologies to create outlets for online social networking. When used effectively, they act as tools for managing personal and business relationships, engaging in public collaboration and getting acquainted with large groups of likeminded individuals. The best way to get started is to visit one of the four websites listed above, and follow the steps for setting up an account. The account setup process will walk you through the basics.

Through media coverage of its acquisition by Google, as well as general word of mouth, You Tube has become a household name. It is an outlet for uploading your personal and business videos as a means of reaching an actively engaged audience (People choose to watch your video, rather than being burdened by an interruptive television commercial). People seek out videos that cater to topics of interest, rate them and provide public comments. You Tube uses this information to determine the best video for a particular key term. Next time you need to fix your plumbing, watch a political debate or get a quick laugh, visit [www.youtube.com](http://www.youtube.com), and search for a video of interest.

A blog is an online magazine or newspaper that allows readers to publicly commentate and contribute with supporting information. Anyone with a computer and internet connection can start a blog. The blog moderator writes articles on a given topic, drives people to visit the blog with an online marketing strategy, people read the blog, and some people choose to contribute by leaving comments. Before you commit to starting a blog, we recommend familiarizing yourself with existing ones. Visit [www.blogcatalog.com](http://www.blogcatalog.com) to find a blog that caters to your professional and/or business interests. Read an article, and leave a comment if you have insight that will contribute to a reader's social media experience. If you're considering setting up a blog of your own, give Synotac a call to learn more.

Contributing to the user's social media experience is a guideline, commonly ignored by businesses looking to promote their offerings. Where traditional marketing suggests pushing a message onto a targeted audience, social media gives the user the choice to be solicited. Unfortunately, people won't choose to be advertised to. They do, however, choose to laugh and learn. To effectively promote your business

through social media, create content that benefits the user. For instance, a pest control company can have their technicians create videos of for helping potential customers identify the pest problem they have. The company can upload the videos onto You Tube, put them on their website, talk about them in their blog and announce that they have the videos through email marketing and their social networking profiles. In the end, they will have created content of interest to their potential customers, gotten the word out to a targeted audience, and created credibility and good will as a result.

The only way to fully understand social media is to start participating in it. Once you dig in, you'll likely find it to be a highly efficient, entertaining and simplistic way to promote your business and manage relationships. Synotac is happy to help you strategize and learn more about how social media can benefit your company.

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