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ASAMOAH GYAN

**"I HAD MILITARY SECURITY
OUTSIDE MY HOUSE FOR
THREE MONTHS"**

**GHANA HIGH COMMISSIONER,
PROF. DANSO-BOAFO
PROMOTES WORLD PEACE IN THE UK**

**+ FIND OUT HOW SOCIAL NETWORKS
CAN BOOST YOUR BUSINESS**



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Andrea Opoku's Top 6 Tips on Using Social Media to drive your Business

Social networking sites such as Twitter, Facebook and LinkedIn are the hot tools you can't ignore whilst running a business. Completely free, these sites give you an unlimited access to a HUGE audience which can help raise your company's profile enormously in a short period of time.

Twitter is a micro-blogging tool that allows you to post messages and updates to your followers all over the world.

Facebook was originally set up to allow users to keep in touch with friends and family. It's now growing very quickly with many business-friendly features such as advertising, creating your own pages and many more.

LinkedIn is the world's largest professional network allowing members to connect with people, exchange knowledge, ideas and opportunities.

Here are my top 6 tips on using Social Media for Business:

1. **Be helpful:** Post information your audience will find useful, for example; Tweet the links to articles on your blog posts, respond to comments on Facebook and upload slides on LinkedIn. In doing this you show your expertise in your subject area and appear just the right person to do business with.

2. **Have a longterm view:** Don't go into this expecting an immediate response. Social media is all about making contact and developing relationships. When people know and trust you, they are more likely to buy from you.

3. **Be careful what you say and where you say it:** It's possible to link all your twitter posts to your LinkedIn status and Facebook page, but this is not always advisable. With LinkedIn being a very professional network, your response to a comment on Twitter or Facebook may not always be suitable for a LinkedIn status update.

4. **Use a Social Media Management Application:** Hootsuite, TweetDeck are two very useful applications, the basic

packages are generally free and they allow you to manage your various accounts in one place. You can post updates to all or just a couple of your accounts in one go. Most allow you to schedule your updates ahead of time, as well as check for statistical information such as the number of clicks on your links.

5. Be consistent: Regular updates and interaction on your social media networks is key to achieving and maintaining visibility. If you disappear for too long, people forget that you were there. Set aside time everyday if you can (it need only be 30 mins or so to start with) to update your status and have a 'listen' to 'conversations'.

6. Choose the one(s) that work best for you: It can be confusing and time consuming to keep on top of all the networks, my advise is to choose the one(s) which your customers use the most and which work best for your business and focus your resources there.



Andrea Opoku



GREENBEAN MARKETING

Andrea Opoku runs GreenBean Marketing offering small businesses affordable marketing and branding solutions. Services cover Marketing Strategy and Planning, Marketing Communications, Branding, Website Development, PR and Social Media Marketing. GreenBean Marketing can deliver these services for your business or coach you through them. GreenBean Marketing also offers group or one-2-one training on using Social Media Effectively for Business.

Tel: +44 (0)845 539 2326
andrea@greenbeanmarketing.co.uk
www.greenbeanmarketing.co.uk