Social Media for Your Business

Created & Presented by: Mary Lou Dorgalli

Establish a Goal

Write down 3 objectives for your business.

1. Do you want to show what your business produces or what services you provide?
2. Are you trying to find businesses to collaborate with?
3. Are you just trying to grow your Search Engine Optimization?

How can social media help you achieve your goals?

Search Engine Optimization (SEO)

Explained by Common Craft

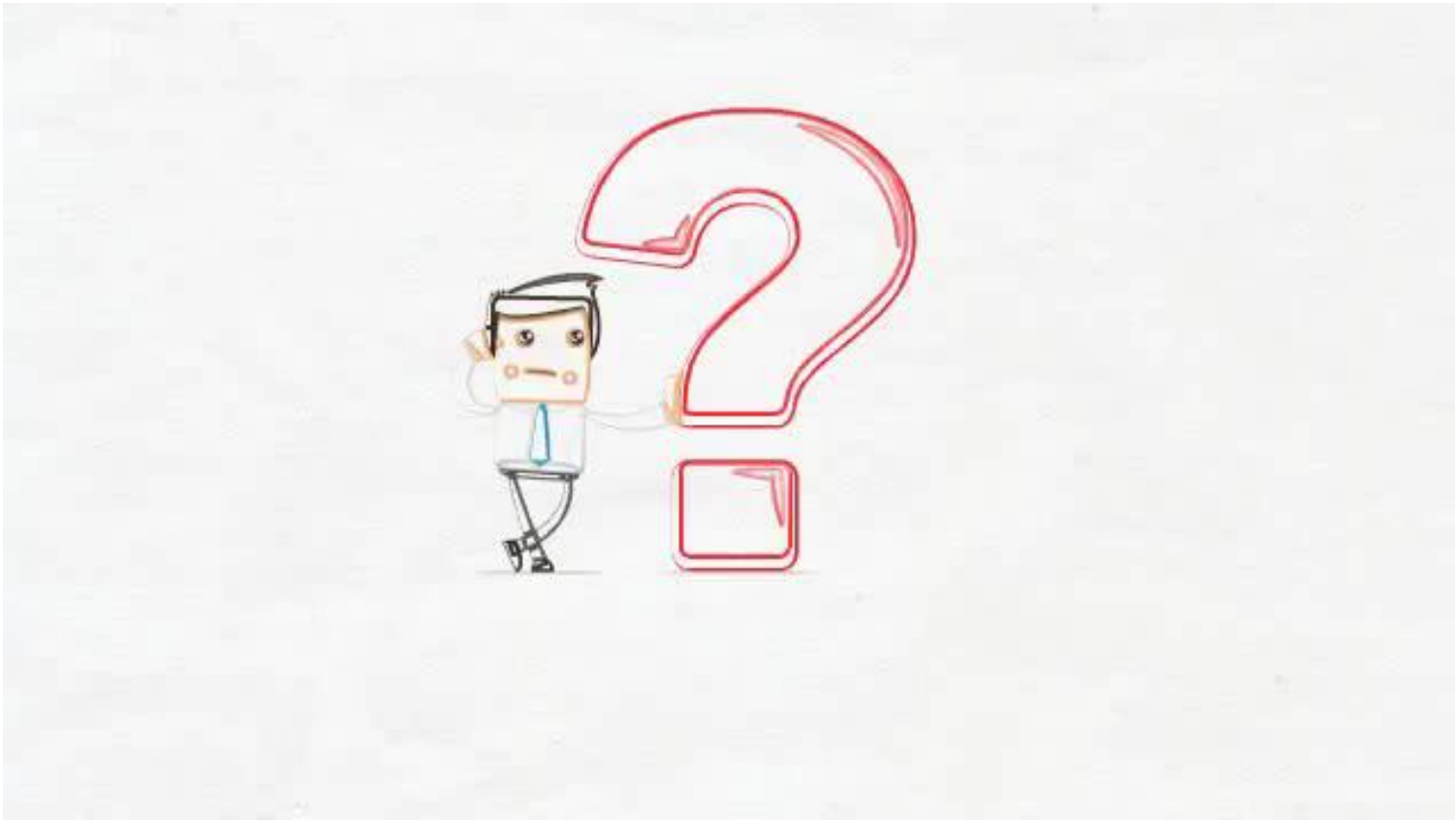
In collaboration with...

search engine land

Which Platform is Best for Your Business?

Are you able to share more about your business through words alone or visuals as well?

For Small Business



Where to Start?

1. Look for people to follow that are in your industry or can find your business useful to their needs?
2. Research best times to post for your industry? (Keep in mind this is just a guideline)
3. Research established social media accounts for businesses in your industry:

1. What do they post about?
2. How often to they post?
3. Which hashtags do they use?
4. What is number of hashtags to they limit their posts to?

What to Post

Bring awareness to your brand

- Talk about the topic not just your brand
- Share/Retweet content of other businesses in your industry
- Make your posts engaging and reply back to your customers

Events

NASA Small Business @NASA_OSBP · May 9

We had a great day at the Midwest Aerospace #SmallBusiness Industry Day in Chicago yesterday! Thank you to the Illinois PTAC, all of the the speakers and the small businesses that came out to learn more about doing business with NASA!

2 9

Industry Updates

SBA sbagov • Follow

sbagov Thank you for celebrating National #SmallBusinessWeek with the SBA! What an inspiring week. From Washington, D.C.➞Jacksonville, FL➞Savannah, GA➞Columbia, SC➞Raleigh, NC, we highlighted the impact of outstanding #entrepreneurs, #smallbiz owners, and others from all 50 states and U.S. territories! Get inspired to start or grow your business by visiting sba.gov.

epicentrepreneurs Stay epic!

119 likes

MAY 4

Opportunities/Company Updates

Lockheed Martin @LockheedMartin · May 16

We can't wait for Josh to join the Lockheed Martin team this month!
lmt.co/2rLnnCd

MSU Denver @msudenver

From a dead-end job to a high-flying career in #space manufacturing, recent alum Joshua Harris aims for the stars @LockheedMartin. bit.ly/2rsKsIM #msudenver #msudenvergrad #highered

2 13 49

Quality over Quantity

Don’t spread yourself out too thin.

- How many hours a day can you spend on social media?
- How many people do you have helping you with it?
- Do you have the budget to incorporate scheduling programs (i.e. Hootsuite)?

Any Questions?