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# Using Social Media to Enhance Your Business

Anne Greenwood Brown



# Some Statistics

78% of Americans use the Internet

Which probably means...

78% of your Clients are Waiting to hear  
from you

<http://www.internetworldstats.com>

# The Question is: How do you use the internet to your advantage?

- What is the best tool for you to use to reach your clients?
- Facebook
- Twitter
- Pinterest
- Instagram
- Tumblr

# LinkedIn

- More than 225 million members worldwide
- Main purpose is to make professional connections
- Used to find jobs and search for candidates



Know Your Audience

# Facebook

- 67% of Internet Users use Facebook
- Of those who use it, it's a fairly even split between male/female; and across the age groups
- 51% suburban
- 30% urban
- 18% rural

# Twitter

- 16% of Internet Users use Twitter
- But it has doubled since 2010 and growing in popularity
- It is most used by people under 50, but especially in the 18-29 demographic
- It is more prevalent with urban residents.

<http://pewinternet.org/Reports/2013/Social-media-users>



# Pinterest

- 15% of Internet Users use Pinterest
- It is most popular with well-educated, middle class (and upward), young, white women.

# Instagram

- 13% of Internet Users use Instagram
- It is most used by women under 50
- African-Americans and Hispanics are more likely to use it than Whites.
- It is more prevalent with urban residents.

# Tumblr

- 6% of Internet Users use Tumblr
- Most popular with teens and young adults

# What's Your Style?

- Each of the social media sites have their own focus and style of communication
- They also serve different purposes when it comes to your business

# Facebook

- More friendly – like an online party
  - Whipping out your wallet to show pictures of your kids...
  - Did you see that interview on CNN?
- Encourages comments and “likes”
- Versatile, in that it allows you to make statements, as well as post photos and videos

# Twitter

- More straight forward
- Limited in how much you can say (140 characters)
- Great for directing people to your website and posting links
- You can also post pictures but requires an extra step
- Good tool for selling a product

# Pinterest

- Think of it as an online scrap book
- You are sharing images
- Dog groomer could have a poodle scrap book; a show dog scrap book, etc.

<http://pewinternet.org/Reports/2013/Social-media-users>

# Instagram & Tumblr

- The kids love it.
- Not the best suited for serving business needs.

<http://pewinternet.org/Reports/2013/Social-media-users>



# Your Handle

- Recognizable:
  - BrainerdVets
  - WeLoveYourPet
- Length:
  - Twitter – 140 chars includes your handle so keep it short

# Samples

- petMD
- Hugh Labelle
- Bovine Veterinarian
- Vet24seven
- dvm360
- AVMAvets
- Joanne Intile DVM



# Page



## Minnesota Veterinary Hospital Veterinarian



Like



Check In



Call



More



4545 Hodgson Rd  
Shoreview, Minnesota



**Open:** 7:30 AM – 6:00 PM



News Feed



Requests



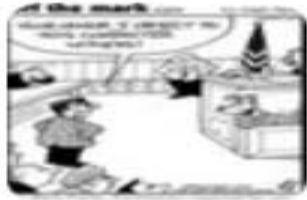
Messages



Notifications



More



**@elincorrine**

Elin Corrine

Not sure what type of food to feed your pet? Ask our Veterinarians for the best advice!

Sent 4h ago

From [Twitter for Android](#)



**@McCawVetClinic**

McCaw Vet Clinic

Happy Veterinary Technician  
Appreciation Week! Thank you to our  
wonderful techs! We, as veterinarians,  
couldn't... [fb.me/ZNzx1dey](https://fb.me/ZNzx1dey)

Sent 14h ago

From [Facebook](#)

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# Your Profile

- What do you want clients and prospective clients to know about you?
  - Scope of Services
  - Location
- Picture
  - Don't be an egg head



## McCaw Vet Clinic

Follow

Unfollow

Mixed animal veterinary practice in Jessamine County. We promise to love your pets like our own!

<http://t.co/SWQGSR4AyH>

Nicholasville, Kentucky

**311 Tweets**



**51 Followers**





Lorie Huston

Follow

Unfollow

Veterinarian, pet health/pet care expert, author/  
freelance writer/blogger, blogging/SM  
consultant, SEO strategist [http://t.co/  
WkhgcUWDIU](http://t.co/WkhgcUWDIU)

<http://t.co/O41mZQOyc3>

Rhode Island

18,294 Tweets



5,355 Followers





# Making Yourself Searchable

- Key words – Location
  - Someone looking for a Vet in Dakota County
  - Someone looking for a small animal vet
  - Hiring/ jobs



**StephMartin\_SAS**

17h

Veterinarians were concerned about exposure to the anesthetic Isoflurane, so we tested our units' to contain it  
<http://t.co/ENKjmFKQ6K> #NVTW

↕ 1 retweet



**TopVets**

56m

#Veterinarians How will you be showing your appreciation this week?  
#VetTechWeek



**AVMAVetJobs**

56m

Now Hiring: Veterinarians | PawsPlus Inc.: US - AZ | [joburl.ws/5758716](http://joburl.ws/5758716)  
#jobs



**AVMAVetJobs**

56m

Now Hiring: Veterinarians | PawsPlus Inc: US - WI | [joburl.ws/5758708](http://joburl.ws/5758708)  
#jobs

# Facebook

- If you search “Minnesota Veterinarians”
  - Five Results for actual Vets:
    - University of Minnesota Veterinarian Page
    - Minnesota Veterinary Hospital (Shoreview, MN)
    - Animal Emergency & Referral Clinic (Oakdale, MN)
    - Meadow View Vet Clinic (Byron, MN)
    - Minnesota Valley Pet Hospital (Mankato, MN)
- <https://www.facebook.com/#!/pages/Minnesota-Veterinary-Hospital/237009317087?fref=ts>

# What do I Post?

- Reminders (heart worm, vaccinations)
- Products for Sale
- Special Offers and Coupons
- Photos
- Articles of Interest
- New Hires & Job Postings
- Achievements and Awards
- Featured Vet – Background and Expertise

# If a Tree Falls in the Woods...

- How do you get followers?
  - Let people know you are on Facebook with a sign by the front desk
  - Post coupons that clients can only get online; have the front desk person inform people of the offer.
  - If you have a personal Facebook Page, invite friends to follow the business page
  - Signature Line in Emails
  - Your website displays the logos

Yours truly,

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**FOLLOW US NOW ON TWITTER @SjobergTebelius** for  
firm updates, legal news and announcements.

# Benefits

- Free Advertising
- Makes your business part of an online community
- Provides an added value to your clients

The background of the slide is a solid dark brown color with a pattern of lighter brown, stylized autumn leaves scattered across it. The leaves have prominent veins and are oriented in various directions, creating a textured, seasonal feel.

Questions?

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