

A Short Course on Social Media

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Top Five Reasons Every Business Needs a Blog:

1. Search engines *love* blogs – blogs help businesses get found and indexed by the search engines, so more customers will find their sites.
2. They are easy, fun and cheap to create and maintain (especially when compared with traditional advertising and PR campaigns).
3. A blog's ease of use allows site owners to quickly and easily publish content. The more useful, practical information a business can publish, the more potential customers will visit their sites.
4. A blog is a business's own publishing platform – messages reach customers directly.
5. Blogs help businesses create and develop community and conversation with customers.

Recommended Blogging Platforms:

Typepad: Typepad.com

WordPress: Wordpress.com (hosted service)
Wordpress.org (self-hosted service)

SquareSpace: SquareSpace.com

Blogging Resources:

Blogging with Beth: BloggingwithBeth.com *OR* BasicsofBlogging.com

Book: *The New Rules of Marketing and PR* by David Meerman Scott

Facebook: Allows people to stay in touch – professionally, quickly and easily - with vast numbers of people. Facebook is the fastest growing social networking site in the world.

- More than 175 million active users
- More than half of Facebook users are outside of college
- The fastest-growing demographic is those 35 years old and older

LinkedIn: A network of experienced professionals. People can find, be introduced to, and collaborate with qualified professionals.

- LinkedIn has over 36 million members
- Executives from all Fortune 500 companies are LinkedIn members

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