

# ***Roland Millward***

## ***Social Media Management***

***&***

## ***Training***

***<http://RolandMillward.com>***



***Can Twitter Work for YOUR Business?***

***Is Blogging the Way Forward?***

***Will Facebook find You Customers?***

***Linkedin - is it just for job seekers?***

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# ***1. What is Social Media?***

Social media has become huge across the world in a very short space of time and has millions of users. It is Internet based and it includes websites like Twitter, LinkedIn and Facebook which itself now has over 500,000,000 users. Social media allows people to communicate and publish their own writings, photographs and videos online and potentially should they choose, to the whole world. It's use is driven by the people and new uses and ideas are being constantly developed.

Social media allows news items to travel in seconds. It allows what would be covered up by repressive governments to get out into the world's view as it happens. Anyone with a camera / video phone can send out instant and in some cases live footage of what is happening at that moment. This is powerful and life changing for many people.

When you put the word social and media together you can now see that power can be transferred from the so called news media that is often controlled by government or very powerful individuals back into the hands of the ordinary person.

For many people though they are not using social media for radical change or political freedom. They are using it to meet new people, learn about other cultures, keeping in touch with friends around the world or even next door. It is also being used as a way of learning new things. You can learn a new language, study many subjects, plan your holiday, build a business or brand either for free or very little cost.

When used for business social media can place the small business including the sole trader on a level playing field with huge corporations when it comes to brand building. That may sound a very bold and even stupid claim to make but it is true and anyone that uses Roland Millward to help with their business will soon discover that truth.

## 2. *Harnessing the Power of Twitter*

Twitter has seen phenomenal growth during the past couple of years. It resembles sms text messaging on mobile phones in that short messages are transmitted. Users are limited to 140 characters in their messages referred to as *tweets*. Users build a list of followers and they follow users that interest them.

Tweets can be sent out and re-tweeted by other users and can include hyper links to other websites, music, photos or videos. A news event can be recorded and sent out instantly making Twitter very powerful in sending out news items without the need for a professional reporter being on the spot.

Users can build up a network of contacts that can be used to find a job, buy a product, make friends, answer questions, follow a sports event and much more very easily indeed. For many people the fact that there are only 140 characters available in a tweet and that this all seems so very simple seems too good to be true. They fail to grasp that it really does work and is so powerful.

For example let's say I have 3000 followers and a Twitter friend says they are looking for a hotel to stay at in Manchester with a limited budget. I re-tweet his message and no one that follows me knows Manchester despite that number of followers. However perhaps 4 or 5 of my followers re-tweet the message and perhaps another 1 or 2 of their followers do likewise. Already potentially tens of thousands could have read this message and by now someone can help.

Twitter has become a community and people do like to help each other. Either by getting in touch with the answer, pointing you to someone that can help or re-tweeting for you. There is much power in this type of crowd sourcing.

Clients of Roland Millward have been able to find new customers, build important contacts and have become well known in their field. Twitter is powerful when you know how to use it and develop it to suit you.

### ***3. Blogging - the way to branding yourself***

Blogging has become a massive part of the Internet with millions of blogs online. However though there are so many blogs there is still plenty of room for more, including yours.

Blogs were originally online diaries and the word comes from web and log by taking the b in web and adding it to log. Today blogs are often still for private individuals online diaries giving details about their lives and often travels. However there is a movement in taking blogs to a higher level. How?

Blogs are now becoming sources of information and online learning. There are blogs specializing in many subjects and one that thing that drives the Internet is information. People ask the search engines questions and if a blog has the answer it will receive traffic.

Every business can use a blog to position itself as an authority by having a blog. The blog can be part of the business website. Here is a typical example of how this would work. Let's take the example of a plumber. The plumber could write articles about plumbing, for example 'how to stop a leaking tap'. Now many plumbers will look at this with horror! Telling people how to do this for themselves! The truth is that those who want to do it themselves will find the information and endeavor to do it. The plumber will benefit when they need a job doing that they can't do themselves, find they get stuck doing the job or they find that having read the information they decide it will be better to call in the professional. There is no need to give away genuine 'trade secrets'.

Search engines love blogs and if you can include videos placed on YouTube you will rank your blog even higher in the search engine results. Blogs give you the ability to add fresh content on a regular basis which again is a good way to get noticed by search engines.

## ***4. Facebook - it's massive!***

Facebook has just passed the 500,000,000 user milestone. If Facebook were a country it would now be the third largest in the world! Just imagine a way to get your message out to 500,000,000 people!

As a business you can create on Facebook a special business page and attract followers that are looking for news about your business and receiving special offers. You can add photos, videos and create events and invite people who indicate if they will attend or not. There is the opportunity to use the live chat box and talk to your customers.

There are many applications that you can use on Facebook and one I find useful is NetworkedBlogs which allows you to feed your or others blogs into your Facebook account. There are of course many non business related applications too.

If used correctly Facebook can provide you with the ability to find new customers and keep in regular contact with existing ones. It is a very powerful tool in the right hands.

It takes time to build a following with Facebook but when it is linked with other forms of social media there is a crossover that can be very useful in growing your business using it.

Roland Millward can help you use Facebook to your advantage.

## ***5. LinkedIn - do not underestimate***

When many people think of LinkedIn they tend to think that it is for job seekers seeking to contact potential employers. Whilst LinkedIn can be used to find employment it is also a great way to develop business contacts, brand yourself as an expert and promote your blog or website.

A visit to LinkedIn will soon reveal that it has many features besides allowing you to tell the world about your talents. The groups facility within LinkedIn offers a way of finding users that are interested in particular subjects or are based in geographical areas. You can apply to join these groups and join in discussions and even start discussions that will enable you to promote yourself and network with members of the group.

Many people have been able to grow their businesses considerably by using LinkedIn as a major part of their social media strategy. The results have been staggering for those that know how.

Roland Millward can show you how you can use LinkedIn to grow your business and promote your brand.

## ***6. YouTube - it's not just for fun!***

YouTube is the home of online videos. Every minute 24 hours of videos are added! This is incredible stuff! YouTube has now become the second largest searched website, the first being Google. When people want to know how to do something invariably there is a video explaining it.

Originally Youtube was just a place full of fun packed videos or an easy way for friends to share them. Whilst it still does all those things it now a great way to promote yourself, your company, get noticed if you have a talent for singing and so forth.

The videos can be embedded into websites which gives you the advantage that not only may people visiting YouTube see it but you will also get traffic to your website as a result. Google loves videos and it owns YouTube so the link in search engine terms is extremely powerful.

Whenever you can make a video. It does not have to be expensive. A cheap video camera such as a pocket Flip camera can give wonderful results. At times you may simply record from your computer webcam. You might also record your computer screen if you are explaining how to use software or are using Powerpoint to present your business.

Video is a very powerful medium and generally people do not like to read that much text on a web page. Wherever you can communicate with your customers using video it really does work.

Roland Millward will show you how you can use video in your blog or on your website to grow your business and build your brand.

## ***7. How Roland Millward can help***

I hope that from this brief discussion about social media that it has whetted your appetite to know more and use it correctly in your business.

I am able to train you, your staff and where you wish to manage your social media requirements. Technology is changing the way we live, the way we communicate, the way we shop and the way we learn. This technology is not a passing trend, it will not go away and will only improve in the coming months and years.

Whether you are a sole trader or medium sized business you can take on the giants of the commercial world by positioning yourself correctly using social media. Roland Millward can train, advise and manage your strategic campaign to achieve great results.

Your requirements can be met by tailoring help to your specific needs and it does not cost a 'fortune' to achieve great results. The investment you make will be recouped many times over in a relatively short time.

Social media is here to stay and those that build their brand now will have a head start over all those that will eventually have to join in using it.

Gone are the days of advertising in Yellow Pages and sitting back for the phone to ring. The Internet is taking over and the Internet is now being carried in pockets and handbags of people within their smart phones. The expression "I will Google it" is now the number one way of looking for information. Google will not tell them to go out and look in Yellow Pages or buy a newspaper! It will provide them with links to websites, videos and blogs to provide that information instantly. Will your name appear?

With so many options available to you it would be good to consider which will work best for your business and how they will work. How can Twitter, Facebook, LinkedIn, Blogs and Videos all be integrated to produce a powerful way to grow your business?

Contact Roland Millward today!

We can have a no obligation introductory telephone conversation to find out about your business and the way that it can be moved forward using social media.

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