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The opinions expressed by the participants of the entrepreneurs are their own. Social media, social media and more social media! We hear about it all the time. It's everywhere. However, as a busy entrepreneur and business owner, do you properly use social media to help your company grow? Be introspective and tell the truth. My answer was no. Yes, I know that my three teenage children live on Instagram, Facebook and all the other interesting social media programs; however, as a relatively smart business guy who would soon hit the 50-year-old mark, I had no idea what I was doing. This new environment was completely intimidating, but I eventually learned a few simple steps that soon social media helped grow my company. The concepts are relatively simple; the more difficult it is to execute and sequence the development of your social media program. Social media doesn't have to be a whim in your business. You can't do it today and then come back a few months later to work on it again. Obviously it won't work. In 2016, this is a very real, highly monetized business strategy that needs to be adopted. I recently uploaded a new Facebook photo to change my profile picture from 2012 and thought I had mastered the art of social media. I have so much to learn. For your company to stay now in this business climate, you must have a social media presence. Below are seven tips on social media for us non-tech business owners (and please understand, I'm one of them as my VCR has been flashing since 2000).1. Consider retaining an expert. As highly motivated entrepreneurs, we believe that we can micro-manage every aspect of our business. We're smart, we brag that we work 80 hours a week, and there's nothing we can't learn or do. However, social media, although not difficult it is a real experience that takes a considerable time when performed properly. It takes time and you have to determine whether you want to be the leader of your social media campaigns; if not, hire a consultant to help. Although many times, I hate to use the word consultant, they can be very effective if you know how to manage the process, their time, money and results. Related: 4 ways to raise your rating for your own branded terms2. Start with popular social media platforms. Today, the most popular social media platforms are LinkedIn, Facebook, Twitter and Instagram. First, setting up an account on these platforms is simple. All you need is to fill in a few details such as your name, address, email address and phone number. And again, don't despair when you have 0 followers on day 1. If you built it, they'll come. John Heywood, the English playwright, said deeply: Rome was not 1 day. (Does anyone know the name John Heywood because I didn't, but luckily Google did). Just start as mentioned in the Board #1. When creating a profile or on a page, you need to exercise caution and professionalism. On LinkedIn, you can keep it professional while on Facebook and Twitter, you may be less less and more conversational. Use surveys and prizes to get consumer feedback and use articles to provide more information about your business and company3. Create your own brand. The first task (or said differently, an opportunity) on social media is to make sure that the customer quickly notices your company and your brand. Simple methods such as ensuring that your site and Facebook and Twitter links to the homepage or any blog or post created by your company. Thanks to creative graphic designers, you can have links in the form of buttons or logos of social media platforms. You should be willing to talk about your social media pages every time you network or interact with potential customers. Related: Position yourself as an authority and watch the business boom4. Don't forget about lesser known social media sites. While trendy social media platforms are very popular, don't forget the less talked about social networking sites. Startup and growing social media companies are popping up daily. Identify those that match your company's vision of demographics and while they may not have the huge followings that Facebook and Twitter have, they will help you increase your market share for new customers. They have very special tools that can allow you to become more visible online. When you're on Google Plus, you'll be able to have a higher rating chance higher on Google's search engine, especially in the local business section because of local business listings5. The quality of trump (sorry for political innuendo) quantity. Less is more! One thing you should know is that you don't have to keep posting on your social media platform if it's bad or verbose content. Normally, you need to know what to post and when to post. Always remember that the quality of the post is over the quantity. We're all busy with a lot of content. Your potential consumers want to read/watch rich content. Think about your personal Facebook account and you don't hate it when one friend constantly posts things every few hours that really isn't relevant. We don't care if you get dinner for your family right now. Get over yourself and after a lot of content. If you do, your followers will look forward to reading your information, whether it's educational in nature or one of your new product offerings. Think before you upload information to your social media sites6. Your business listing report. More and more small and medium-sized businesses (SMALL) today (and the numbers are huge with many statistics saying there are 25 million small and medium-sized businesses in the U.S., depending on the actual definition) are using online directories to their advantage. As an independent business owner/entrepreneur/CEO of a small and medium-sized business, one of your The role in your company is to develop a strategy and develop a marketing plan. Implementing the use of online directories can and should be a great addition to your overall marketing and advertising strategy. And, if that's not the case, you you on a significant opportunity to increase its customer base at a low price per purchase fee. Online directories will help your business expand its website traffic, market presence, increase the likelihood that your site will be found by potential customers and increase profitability and revenue. Online directories used properly in conjunction with your social media strategy is a very powerful combination. Related: 14 Surprisingly Free Stock Photo Websites7. The time is now! One important thing every entrepreneur needs to know is that time to embrace social media now. Now means today. It's not going to go away. Don't feel intimidated as I get into the game (think the analogy of going to Starbucks for the first time and overloaded with the ordering process and knowing fancy names for coffee - but you did it). Same with social media - you just need to start. After all, social media is where more and more of your customers are going and you need to be omniscient and everywhere that they are looking for your type of product or service. Social media is here to stay. If you want to use one piece of advice or all even in social media programs, take an introspective look at your current strategies to make sure you and your company get the greatest social media ROI. My assistant DeAnn and I have found and integrated tools to make it possible for us to get out of the office, never go back for any reason and be able to get back into business within hours. Amy Rose Herrick Chartered Financial Consultant, Investment Advisor to Christianstead, Virgin Islands, As I watched these buildings burst apart and then collapsing away from realizing there were still people in these burning symbols of terror, I saw all the papers fluttering in the air that I knew held records of something on them. I knew the flames had destroyed offices and jobs. I knew that piles of rubble meant that there was nothing to restore or repair. No jobs to go back to the survivors. No business left to run for the owners. Customers without business to return to a state of chaos. I knew that many people had died that day along with the victims. Businesses and workplaces of victims do not have a memorial service or death certificate issued in the aftermath. I'm a small business. As a result of this and others outside the box thinking I am no longer affected by the place to work. There is too much vulnerability for loss in this scenario, as we have seen from 9/11, wildfires, acts of terror and natural disasters. My assistant DeAnn and I have found and integrated tools to make it possible for us to get out of the office, never go back for any reason and be able to get back into business within hours. We can get back into business on the same day, even if it means we've set up temporarily in all over town, move with your family, rent state homes or continents away, etc. All we really need is a roof and electricity electricity Travel to the office goods store for minimal equipment. We have integrated technology tools that allow us to serve our multinational investment, financial and tax clients with minimal interruptions for any reason, and we do not enter any paper reports that can be destroyed as our only resources. From my point of view, we are constantly changing mobile society. The bricks and mortars of the past do not flourish. They are vulnerable, standing alone or en masse in twin towers. It is a remote or often qualified TV entrepreneur who can be flexible, which forms today's workforce. While we don't plan it, DeAnn and I are an early successful model of that employer/employee business that works thousands of miles apart. This place of independence flexibility allowed me to move my office from Topeka, Kansas to St. Croix, U.S. Virgin Islands when the opportunity knocked on a few years ago. I have kept my continental practice in place and we are still growing here in VI and in the US. We never planned to move to VI to be a reason to test our ability to set up an office quickly in this case thousands of miles away at the end of a plane trip, but this was our test. We're gone! The second very important lesson learned from those who pay attention concerns those who plan and those who do not want continuity in a crisis. For example, if I have to die suddenly, I have a funded buy/sell agreement in place with another trusted professional to step in and take over my customer base so they don't stay to fend for themselves in the chaos. The lack of a funded succession plan for the death and disability of owners or key employees at any time from a group crisis or one loss is another lesson in the loss of business learned from unprepared businesses 9/11. This one is easy for any sized business to avoid with little advance planning. This is a business lesson that should never be repeated, but it will be countless times in not-so-dramatic examples every day. For those affected by the 9/11 affected who had some part of the workforce left, the lack of cash resources is still insurmountable to rebuild the company and continue working for survivors to return. Why? When there was no adequate life insurance for owners or key employees was in place to give the company an immediate infusion of cash so desperately needed to start over, the business was unable to rise from the ashes like a phoenix without it. This is, how to change the world social entrepreneurs and the power of new ideas. how to change the world social entrepreneurs and the power of new ideas updated edition. how to change the world social entrepreneurs and the power of new ideas by david bornstein. how to change the world social entrepreneurs and the power of new ideas chapter summary. how to change the world social entrepreneurs chapter summary. how to change the world social entrepreneurs and the power of new ideas updated edition pdf. how to change the world social entrepreneurs and the power of new ideas summary

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