

How to do Social Media



A Beginner's Guide to
Social Media for Business

Congratulations! You've taken that bold step. You've decided to join that part of the world ruled by Mark Zuckerberg and Kanye West. You're hip. You're with it. You're getting started in social media. [But what now?](#)

Creating a presence on social media is about more than simply joining Facebook and claiming [@YourBusinessName](#) on Twitter. To make marketing with social media worth the time and effort, you have to put a lot of thought into your goals, strategy and tone.

Well, that changes things. That sounds like a lot of work. But have no fear! There are lots of resources to help.

Though it can be hard to find, there is great social media marketing advice out there. We're not into reinventing the wheel, so rather than creating our own social marketing manifesto, we found some of the best articles, checklists and how-to guides from several industry leaders. Broken down into planning, implementing and analyzing your social media presence, here is some of the best advice we could find on creating a successful social media presence.

Planning



The 3 Phases of Social Media Strategy

<http://socialmouths.com/blog/2011/02/10/the-3-phases-of-social-media-strategy/>

This article on SocialMouths gives a helpful three-part process for thinking through your social media strategy - Build, Engage, Convert. This structure helps you remember that a good social media strategy is, in the end, about driving conversions and increasing value for your organization.

The Top Five Reasons Brands Fear Social Media

<http://thenextweb.com/socialmedia/2010/02/09/top-reasons-brands-fear-social-media/>

Having reservations about jumping into social media is totally normal, but it's important to realize the realities of social media and not be afraid to take advantage of such a huge marketing channel.

The Because Exercise

<http://www.slideshare.net/tinustuff/social-media-goal-setting-for-content-the-because-exercise>

Whether you actually do this exercise with a colleague or simply walk through it in your head, the "because exercise" is a crucial step in planning your social media strategy. Take some time to reflect on what you want to achieve so you don't get lost in the woods later.

Implementing



8 Ways to Successfully Sell Using Social Media

<http://www.socialmediaexaminer.com/8-ways-to-successfully-sell-using-social-media/>

Selling on social media isn't the same as selling on other channels. It requires a more delicate approach in which you cultivate a relationship and provide value before the sell. This article explains some easy ways to establish yourself as a valuable investment.

What Social Media Must Learn From Email

<http://socialmediatoday.com/eric-goldstein/305210/what-social-media-must-learn-e-mail>

Just like any other marketing channel, it's important that you make sure that your fans receive information that is valuable and relevant to them. One-size-fits-all content just doesn't work.

11-Point Facebook Checkup

<http://socialmediatoday.com/davidjcorr/305244/11-point-facebook-checkup>

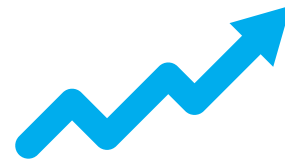
This post from Social Media Today shares easy, practical tips for optimizing your Facebook page. Pay special attention to #5 - "Facebook Plugins." You can help people share your content on social media; you just have to have an easy way to get there!

The Secret Behind Twitter and Business Success

<http://www.getsocialpr.com/2011/04/06/the-secret-behind-twitter-and-business-success/>

This short 'n' sweet post gives practical advice on how to best utilize your tweets. Make it easy to find you and share valuable content - it really can be that simple.

Analyzing



Social Media ROI Revisited: 4 Ways to Measure

<http://www.ignitesocialmedia.com/social-media-measurement/social-media-roi-revisited-4-ways-to-measure/>

At some level, you need to figure out how you're proving the efficacy of your social media. This post provides broad strokes thinking on different approaches to doing this.

A Closer Look at Direct ROI

<http://www.ignitesocialmedia.com/social-media-measurement/social-media-roi-revisited-a-closer-look-at-direct-roi/>

Once you have a handle on different ways to measure your ROI, you can start digging in a little more. This post gives great, specific information on how to measure this area, and it also includes some case studies about how other companies have driven results through social media.

A Primer on Attribution and Social Media Marketing ROI

<http://argylesocial.com/wp-content/uploads/2011/02/Attribution-and-Social-ROI-Argyle-Social.pdf>

This whitepaper from your friends at Argyle breaks down how to tie your social media presence to real business goals. Learn how to move past the fan counts and interactions and into metrics that really matter.

Why Is Social Media Not Working For You

<http://socialmouths.com/blog/2010/01/29/social-media-not-working-for-you/>

If you feel like you've done everything right, but you're not seeing the results you were hoping for, maybe you've fallen into one of these social media pitfalls. No worries - it happens to the best of us, and you can totally fix your mistakes.

ABOUT ARGYLE SOCIAL

Founded in 2009, Argyle Social is an innovative software-as-a-service platform for social media marketing management and analytics. The platform helps marketers to easily organize and publish social content, manage customer interactions across social channels and quantify the bottom-line impact of their social media marketing efforts. Argyle customers include Gander Mountain, Sharefile.com, Blue Sky Factory and UNC Kenan-Flagler Business School. The company is based in Durham, NC. For more information, visit <http://www.argylesocial.com>