

## Blogging and Social Networking Tips

- Keep your blogs short and to the point.
- Use spell check, and read over the blog yourself before submitting to be sure it is reasonably free of typos.
- Use one or two photos to punch up the look of the blog and remember to alt tag them appropriately.
- Include relevant links in your blog. If you talk about someone, link to their blog or website.
- Be yourself and use **your** voice. People do want to know that you are an expert, but they also want to get to know you. Put your personality into your writing.
- It's okay to blog about things other than business. If you love gardening, include some blogs about gardening (especially how to information). You will attract clients who share your interests. No one wants to read about business 100% of the time.
- NOTHING IS MEMBERS ONLY. Once you place anything on the internet, it can be found. It's okay to take a stand on things you feel are important or to joke around, however be very mindful never to say anything on the internet that you would not say in a room full of acquaintances. If it is possible you will regret saying something later, it's best not to say it at all on the internet.
- Include "about the author" or something similar at the end of your blog which is a short description of yourself and your services, including some keywords of course. Link to your website.
- When you write a new blog, share it on your social media sites.
- When someone comments on your blog, respond to them and visit their blog to leave a comment.
- Use a photograph of you. People want to get to know who they are reading and interacting with on the social media sites. Use an updated picture of you... you want to be as real as possible.



Some of the most popular social media sites:

**LinkedIn.** LinkedIn is more professional looking than some and may be the best place to start out when you are new to social networking. You can create a business page and ask associates to write a review of your service or endorse you. You can also provide endorsements for your colleagues.

**Facebook.** You can create a very nice business page and promote your business and services to a wide variety of users. This site is more social than LinkedIn. You can provide status updates which can be commented on by your friends. It's a nice way to get the word out about what you're doing.

**Twitter.** Twitter is mostly social interaction. You provide short status updates about what you are doing, thinking, watching, listening to, reading, etc. You can also tweet when you post a new blog or have an event. You can add links to media you find interesting, articles you like, pretty much anything.