

SOCIAL MEDIA SEMINAR RESOURCES

FACEBOOK

Setting Up A Facebook Business Page:

<https://www.facebook.com/business/learn/set-up-facebook-page>

Examples of Good Facebook Business Pages:

<https://www.facebook.com/llbean>

<https://www.facebook.com/intrepidtravel>

https://www.facebook.com/nutellausa/?brand_redir=24932281961

TWITTER

Setting Up A Twitter Business Page:

<https://business.twitter.com/en/basics/create-a-twitter-business-profile.html>

Examples of Good Twitter Business Pages:

<https://twitter.com/JetBlue>

<https://twitter.com/DiGiornoPizza>

Setting Up A Twitter Card:

<http://smallbiztrends.com/2015/10/what-are-twitter-cards-for-business.html>

<https://youtu.be/bowR24IbW8>

YOUTUBE

Setting Up A YouTube Channel

<https://support.google.com/youtube/answer/72851?hl=en>

Examples of Good YouTube Business Pages:

<https://www.youtube.com/user/Walmart>

<https://www.youtube.com/user/marieforleo>

<https://www.youtube.com/user/TheAgencyRE>

Marketing Your Business YouTube Channel

<https://blog.hootsuite.com/how-to-promote-your-youtube-channel/>

INSTAGRAM

Setting Up A Instagram Business Profile

<https://vimeo.com/173675853>

Utilizing Instagram Ads

<https://vimeo.com/173686965>

<http://blog.business.instagram.com/post/145665064989/best-practices-for-performance>

Examples of Good Instagram Business Profiles

<http://www.wix.com/blog/2014/09/instagram-for-small-business/>

LINKEDIN

Getting Started with A LinkedIn Profile

<http://sproutsocial.com/insights/how-to-use-linkedin-for-business/>

Examples of Good LinkedIn Profiles

https://www.linkedin.com/company/appleone?trk=li_slideshare_1213_bestof_lcp

https://www.linkedin.com/company/200000?trk=li_slideshare_1213_bestof_lcp

https://www.linkedin.com/company/92963?trk=li_slideshare_1213_bestof_lcp

SNAPCHAT

Setting Up A Snap Chat Account

<http://www.businessinsider.com/how-to-use-snapchat-2015-12>

Examples of Good Snap Chat Accounts

<http://blog.hubspot.com/marketing/snapchat-best-brands#sm.000001gib2bvhpfrze5qe168mc4>

Rising Tide Society Meet Up (August 2016) – Topic Snap Chat

Join the group by visiting:

<https://www.facebook.com/groups/tuesdaystogetheraugusta/events/>

YELP

Claiming Your Yelp For Business Profile

<https://biz.yelp.com/support/claiming>

Examples of Good Yelp Business Profiles (Local)

<https://www.yelp.com/biz/humanitree-house-augusta>

<https://www.yelp.com/biz/the-bees-knees-augusta>

Business Case Studies

https://biz.yelp.com/support/case_studies

Contact a local representative for in-person meeting or phone call. Email at Augusta@Yelp.com

These services are FREE!

