**Video Transcript**

**An introduction to social media for small business**

*Tim Gentle -Small Business Victoria Workshop Leader*

[Vision: Tim Gentle sitting at table]

G’day. It’s Tim Gentle here, and we’re talking social media. Now when I think of social media, I think of it like the heartbeat of the internet. That’s where you participate and how you are perceived in social media.

So what are the benefits? Well one that I really like is that you get to people at the early stages of the buying cycle. To break that right down, it’s like when you’re sitting on the couch and you’re thinking about going on holiday. You’re browsing on your iPad, and slowly but surely little social gems come into your feed. It’s a bit like when dad brought home that QANTAS jet, you know, now I’m flying QANTAS. So social media isn’t all about the now, it’s about the early seed.

Now also it can help you with your search engine rankings. How you are perceived, and how you participate in social media, is part of the algorithm that Google use to rank websites. So on occasions you need to get involved in social media just so you get good rankings.

Now it can help increase conversion rates on your shopping cart. If you use social videos to, you know, show how to use the product, or maybe reviews about you as a company. These are all things that people look for and it’s called social proof.

Now when we participate in social media, we wear five hats. Let’s walk through those.

The first hat is marketing. That’s all about your brand. It’s about customer service, about research and about generating leads.

Now another hat we wear is informative. We want to inform people about, say, an event we’ve got coming up or a product and service we sell.

Now the other hat that we wear is supportive. We want to support people. We want to encourage them. They might be participating in a fundraising event.

We also want to energise people. We want to get people excited, and that’s all about social media.

And the final one is to listen. Make sure you listen to what your customers are saying and what your competitors are doing.

Right. I wanted to leave you with some social media tips to make sure that the effort that you put in, you reap the rewards. All right. We’ll start from the very top.

I always ask my customers what they want in their social feed, so you need to know what the fish are biting if you want to catch the fish.

Now have top level support. What I mean by that is if you’ve got a directorship, or if you’ve got management, they need to support social media, because in social media you have to be able to accept the good, the bad and the ugly. Just like the real world, it’s not always going to be positive and you need to have a policy in place if people say something negative about you.

Now always be transparent and be honest. People want to get the human factor when it comes to social media. And don’t let perfection get in the way of progress.

So another tip is to be consistent. If you’re in a bad mood one day maybe just pull out of social media and attempt it tomorrow. But at the same time, you know, don’t be this one day and that another day.

Another thing is website integration. Do you know that you can feed in your Facebook feed or your Twitter feed into your website? That’s a fantastic thing. And always measure success. A lot of these social media platforms have insights which tell you what people are looking at, what they are sharing and what they’re liking.

Alright, well my name’s Tim Gentle and I’m one of the Small Business Victoria workshop leaders that put on an array of workshops for you as a small business to grow. My suggestion, check out some of the knowledge, attend the workshops and grow your business online. I’ll catch you soon.

[Victoria State Government - Authorised by the Victoria Government, Treasury Place, Melbourne - Spoken by Tim Gentle]