



SMALL BUSINESS ENVIRONMENTAL ASSISTANCE PROGRAM

Serving Small Businesses and the Environment

Social Media 101

August 17, 2016

Keith Yurgosky & Kelly Cofrancisco



Serving Small Businesses and the Environment

Webinar Technology

- This webinar is being recorded
- All participants are muted
- Please use the chat feature to ask questions
- Webinar will run 45 minutes in length
- Download link is available for presentation
- Thank you for joining us!

Introductions



Keith Yurgosky

Business Consultant

The University of Scranton SBDC



Kelly Cofrancis

Outreach & Partnership Manager

Pennsylvania SBDC Lead Office

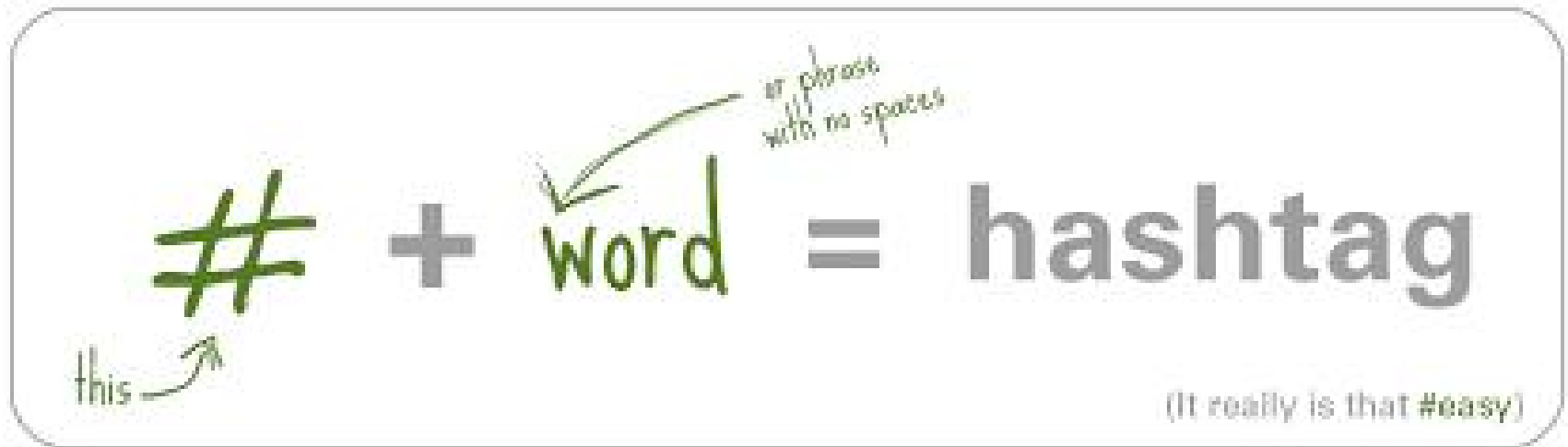
Presentation Overview

- Hashtag Overview
- How to Identify & Target Stakeholders
- Overview of 3 Social Media Platforms
 - Facebook
 - Twitter
 - LinkedIn
- Social Media Aggregators – HootSuite, etc.



Hashtag Overview

What is a Hashtag ?



Hashtags

- Consistent use of hashtags across the nationwide network of SBEAPs is critical to raising the profile of the SBEAP program
- We encourage everyone to use #SBEAP in your posts and re-post messages used with this hashtag!

Hashtags Cont.

- Research popular hashtags (talkwalker.com) and use them to get additional exposure & gain more followers.



#SBDC



#StartUp

Amplifying the Message

Using the #SBEAP hashtag can help to develop a uniform SBEAP brand across multiple Social Media platforms.

- Common Posts
- Consistent use of the #SBEAP hashtag
- Targeted Tweets and Status Updates to Stakeholders (and anybody who will listen)

Where Should You Start?

Answer: Use the SBEAP Hashtag

#SBEAP



Donald J. Trump @realDonaldTrump • Now

I'm learning how to use the #SBEAP hashtag today from @ScrantonSBDC & @PASmallBusiness !! #cleanenergy #airquality #smallbusiness

RETWEETS

1258

FAVORITES

1107



10:48 AM - 15 Aug 2016 • Details



Credited to takestrump.com

Content Ideas

- What should you share on social media?
 - Newsletter content
 - Website Content
 - News/Awards
 - Regulatory updates that affect your clients
 - Tips, resources, and help
 - Promote your services!
 - Client success stories (with permission)

1.

IT ALL STARTS WITH CONTENT



2.

Your blog
Company website
Other blogs
Publications

CONTENT DISTRIBUTION

YouTube
Podcasts
Google+
LinkedIn

TYPES OF CONTENT

Blog posts

Articles

Videos

Infographics

Whitepapers

Webinars

Slideshows

Images

Website copy

Product descriptions

Ebooks

Digital magazines

Podcasts

Research reports

Case studies

Enewsletters



How to Identify & Target Stakeholders on Social Media

Who Are Your Stakeholders?





Congressman Lou Barletta

August 20

Today, the Pennsylvania Small Business Development Centers (SBDC) State Director Christian Conroy presented me with the SBDC "Small Business Champion" award while I visited Taylor Rental/BX3, a local equipment rental company in Tunkhannock. Our small businesses create most of the jobs in our economy and we ought to be doing everything we can to create an environment where they can prosper and grow.



Using the hashtag #PA11 got the Scranton SBDC noticed by US Congressman Lou Barletta's staff.

This allowed the SBDC to develop a relationship with an important stakeholder.



Rep. Tom Marino @RepTomMarino · 10 Sep 2012

Thx SBDC! MT @scrantonsbdc: New business in #PA10 Join us in wishing Creative Crayons Child Care Center best of luck!
scrantonsbdc.wordpress.com/2012/09/10/new...

4:27 PM - 10 Sep 2012 · Details

Collapse

↩ Reply ↻ Retweet ★ Favorite ... More

Using the hashtag #PA10 got the Scranton SBDC a visit by US Rep. Tom Marino.

This led to presenting a social media seminar with Rep. Marino's staff for area businesses.



Target Stakeholders



Scranton SBDC

@scrantonsbdc

Today the #Scranton #SBDC partnership with @US_EDA has us talking about #BusinessDisruption Preparedness in #Tunkhannock PA #PA11 #NEPA

↩ Reply 🗑 Delete ★ Favorite ⋮ More

11:56 AM - 7 May 2014

Other Stakeholders

- State & Federal Agencies
- Clients/Small Businesses
- Other Funding Partners
- Referral Sources
- Corporate Partners?

Scranton SBDC
@scrantonsbdc

@GovernorTomWolf meets with #NEPA
#smallbiz owner @JPiccolino of Order Easy
Now a #restaurant #pos app #SBDC



RETWEETS
5

FAVORITES
7



1:20 PM - 24 Apr 2015



Share Content from Legislators (As long as it's not political)



The University of Scranton Small Business Development Center

shared a link via Senator Lisa Baker.

Posted by Keith Yurgosky [?] · June 13

What a great way to show some hometown pride !! #NEPA



Senator Lisa Baker | Photo Contest

www.senatorbaker.com

Scenes from the 20th Senatorial District 2014 Photo Contest
Pennsylvania's 20th Senatorial District spans from the Delaware River in the east to the Endless Mountains in the west with unique communities dotting

Like · Comment · Share

1 Share

Share
photos from
legislative
visits or
other events



Pennsylvania Small Business Development Centers (SBDC)

Published by Laura Fanciullacci [?] · March 20 ·

The Pennsylvania SBDC in partnership with 5 small businesses made a special delivery to Senator Pat Toomey in Washington, DC this week! Read more here: <http://ow.ly/Kyoj2>



Pennsylvania Candy-makers Send Sweet Delivery to Senator Toomey's Desk

This week, the Pennsylvania Small Business Development Centers (SBDC), in partnership with five small businesses, made a special delivery to Senator Pat...

PASBDC.ORG



Serving Small Businesses and the Environment



Create custom hashtags for #SBEAP events and track using tagboard.com

SHARE YOUR BUSINESS KNOWLEDGE: BE A MENTOR

Join us for...

SUITS'n Sneakers

FUN RUN & MENTORS WALK

Are you a seasoned business owner ready to share your tips 'n tricks with the next generation of entrepreneurs? Be a part of the Mentors Walk.

It's simple: bring a pair of sneakers and get paired up to discuss business challenges and ideas for future success. More than simply a walk in the park, this experience will drive health and wellness of your business, body and mind.



AUG. 9, 8 a.m. - noon
STAPLETON



Learn more and register as a mentor today!
denverchamber.org/suits5K



Denver Metro Small Business Development Center

July 23

Be a part of the Mentors Walk on Aug. 9. It's simple: bring a pair of sneakers and get paired up to discuss business challenges and ideas for future success. #suits5k

Choose your mentor: <http://bit.ly/meet-the-mentors>



Like · Comment · Share

7 1 Share



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Small Business
Development Center
The University of Scranton

Helping businesses
start, grow, and prosper

Using Social Media for Customer Service

Using Social Media for Customer Service

Thursday June 25th 2015

Cedar Point Apartments

509 Cedar Avenue, 1st Floor

Scranton, PA 18505

10:00 a.m. to 12:00 noon

Lackawanna County Small Business Owners...

Please join Rep. Marty Flynn, The Elm Street
Project of United Neighborhood Centers
& The University of Scranton SBDC!



The University of Scranton Small
Business Development Center

Published by Keith Yurgosky (?)

June 12 · 🌐

On June 25th the #SBDC will be teaming up with Rep. Marty Flynn & The Elm Street Project of United Neighborhood Centers for a seminar on "Using Social Media for Customer Service". Call (570) 342-4349 to register.

📍 Tag Photo

📍 Add Location

✎ Edit

Like · Comment · Share

👍 Amazon Art Studio and Rep. Marty Flynn like this.

🔄 4 shares



Write a comment...



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UGA SBDC of Northwest Georgia

August 29 at 9:00pm · 🌐

It's not too late to sign up for our next [#SocialMedia](#) Series held at the Bartow-Cartersville Chamber of Commerce! Remember, if you are a Chamber member you will receive an extra discount! Claim your spot today!

www.romesbdc.org

[#UGASBDC](#) [#SBDC](#) [#ASBDC](#) [#SocialMediaWorks](#)

SOCIAL MEDIA FOR SMALL BUSINESS SERIES

11-1pm, Sept 12th, Oct 10th, November 14th
Cartersville Chamber of Commerce 122 W. Main St, Cartersville, GA

SESSION 1

- What is Social Media
- How Businesses are using Social Media

SESSION 2

- How to set up your own social media sites
- How to integrate Social Media in your Marketing Plan

SESSION 3

- Learn what your ROI is when implementing Social Media
- Learn other Social Media Tools

\$90

*Includes Lunch

*\$35/session

for a 3 part series

*CARTERSVILLE CHAMBER MEMBER DISCOUNT CODE: CHAMBER \$15

*Each additional attendee is 50% off



Register at www.georgiasbdc.org or scan QR



901 N. Broad St.
Ste. 320
Rome, Ga 30161

706.622.2006

rome@georgiasbdc.org



Funded in part through a cooperative agreement with the Small Business Administration and the University of Georgia. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please contact Kinsey Hicks at the Rome SBDC for more information.

Like · Comment · Share · 🍷 2

The SBDC uses popular hashtags such as [#SocialMedia](#) [#StartUp](#) [#SmallBusiness](#) to boost the views of social media posts.



Serving Small Businesses and the Environment

A morning of sharing tips from successful, inspiring and strong women!
Celebrating and supporting women in business in Ohio by Panel Discussions
& Entrepreneur Showcase at The Women In Business by Columbus Business
First! #latinosbdc #sbdc #womeninbusiness — at The Fawcett Event Center.



Like · Comment · Share

3 Shares

👍 Lorena Mora-Mowry, Franci Liliana Norato, Claudia Jimenez and 5 others like this.

🇺🇸 Melissa Lisa Purcell Bien bonitas!
See Translation

Yesterday at 11:39am · Like · 🗨 1

🇺🇸 Latino Small Business Development Center Gracias Melissa Lisa Purcell 🙏
Yesterday at 11:54am · Like

- Always use the #SBEAP hashtag
- Interact with followers

Conversation should
never be one-sided

Facebook Recap

- Consider launching a National SBEAP page
- “Like” partner pages and comment on their posts so they know you are out there
- Use #SBEAP in your posts and comment on posts of others to be conversational
- Post photos of events, visits with legislators, and clients (with permission)
- Share content from your website, or e-newsletter regularly

twitter



So how can Twitter help ?

- *Listen* first!
- Use the [Twitter Search](#) to *listen* for your SBEAP, other SBEAP's, or words that relate to your location & stakeholders.
- Participate by asking questions
- Share information (retweet)
- Be aware of trending topics #SolarEnergy



The University of Scranton
Small Business Development Center



Helping businesses start, grow, and prosper

Scranton SBDC

@scrantonsbdc

The University of Scranton (PA) Small Business Development Center (SBDC). Your first stop on the road to success!

Scranton, Pennsylvania · <http://www.scrantonsbdc.com>

Edit your profile

412 TWEETS

333 FOLLOWING

768 FOLLOWERS

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to you

CALIFORNIA SBDC IESBDC @IESBDC
Follow

Tweets



Scranton SBDC @scrantonsbdc

7 Feb

@RepLouBarletta Here is a new business in #PA11 . Stop by and say hello next time you're in the #Poconos :) scrantonsbdc.wordpress.com/2012/02/07/the...

View media



Scranton SBDC @scrantonsbdc

7 Feb

Who is helping to create #jobs ! The Scranton #SBDC is! Check out this new #smallbiz in the #Poconos #4jobs scrantonsbdc.wordpress.com/2012/02/07/the...

View media



Scranton SBDC @scrantonsbdc

5 Feb

Lessons #smallbiz owners can learn from #superbowl sunday. scrantonsbdc.wordpress.com/2012/02/05/sup... #sbdc #asbdc #sb46 #jobs #4jobs #nfl

View media



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Retweet Other SBEAPs



Lamar SBDC @LamarSBDC · 13h

First three steps for planning your business website! #SBDC #Business



Plan Your Business Website in 3 Easy Steps - Ameri...

50 percent of small businesses do not have a website according to a recent blog post by SBA.gov. What does this mean to you as a small business owner? It means ...

americassbdc.org



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Popular Retweets from Scranton SBDC

- Other SBDCs
- Stakeholders
- SBDC Clients

 Retweeted by Scranton SBDC



Saint Vincent SBDC @StVincentSBDC · Sep 2

Discover market opportunities and entry strategies for healthcare technologies in North and South America. #SBDC conta.cc/W6Qexl



 2



 Retweeted by Scranton SBDC



SBA @SBAgov · Sep 1

Learn how to build a Crisis Communications plan for your #smallbiz @ the free webinar Sept. 3 @ 2pm ET: owl.li/AQdXb



 13

 11



 Retweeted by Scranton SBDC



Maria Conigliaro @MariaConigliaro0 · Aug 29

The Branding Bundle doors are closing TONIGHT! Join other businesses who are going to turn heads this Fall! #NEPA inspiredesign-studio.com/brandingbundle...



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 1





Pennsylvania SBDC

@PASmallBusiness

Wondering how our [#SBDC](#)
clients & other [#smallbusinesses](#)
will be effected by today's
[#AppleEvent](#)

9/9/15, 1:28 PM



VIEW TWEET ACTIVITY



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Results for #SBDC ⓘ

Network

Get a #SBDC tagboard

**Lori Martinek**
@LoriMartinek

@EncoreAdvisor @amazon
#retirement #singlelife
#lorimartinek
#encoreentrepreneur #sbdc

16 Aug 9:04pm

**Alaska SBDC**
@alaskasbdc

Transitioning to business ownership (buying an existing business): bit.ly/2bbAMLC #SBDC

16 Aug 8:28pm

**Alaska SBDC**
@alaskasbdc

Big deal for small family fishery: bit.ly/2bbAyUB #SBDC

16 Aug 5:49pm

**William Daza**
@wdaza

Cliff Paredes y Bárbara Mooney de @SBDCGlobal formadores #SBDC
#FondoEmprenderSENA
@SENAComunica
@AndreaNietaU53
pic.twitter.com/VDp7p2p8ZD

16 Aug 5:23pm

**Gadsden County**
@GadsdenFLDev

#Disaster preparedness goes mobile with new app from #SBDC at #FIU - biznews.fiu.edu/2016/06/disast

16 Aug 3:53pm

**Bill Grieshaber**
@TheGreaseMan

#SBDC Some really great apps here.
twitter.com/Rieva/status/7...

16 Aug 3:06pm

**Illinois Small Business Development at UIC**
about 20 hours ago

Thinking of starting a business? Illinois SBDC at UIC presents Venture Series 8/23 & 24 - Please RSVP for each of the 2 days you intend to attend. To register, visit www.bit.ly/NDCal and navigate to the date of the workshop and use the green RSVP ...

Like Comment Share

**America's SBDC**
@ASBDC

Want loans, grow sales or simply get started? Your local #SBDC can help!
ow.ly/oeoj302d4xb
fb.me/7X0wzBM9p

16 Aug 12:03pm

**My Escuelita: Spanish for Kids, LLC**
about 23 hours ago

Filed!!! #trademark filed for My Escuelita: Spanish for Kids, LLC
#myescuelitaspanishforkids
#soyempresaria

**America's SBDC**
@ASBDC

America's SBDCs have the experience, expertise, and connections you need for your business! #SBDC...
fb.me/3U5wzBo68

16 Aug 12:03pm

**Alaska Small Business Development Center**
about 22 hours ago

"In addition to a successful deal with Bristol Bay Native Corp, Chambers was also able to secure funding from the Foraker Group which allows her to increase the number of jobs they will be hiring for this coming summer." Read on about : ...

Like Comment Share

**America's SBDC**
@ASBDC

Want loans, grow sales or simply get started? Your local #SBDC can help!
ow.ly/oeoj302d4xb

**America's SBDC**
@ASBDC**SMALL BUSINESS ENVIRONMENTAL ASSISTANCE PROGRAM**


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3 Areas of LinkedIn

- Groups (internal)
 - National Steering Committee
- Company Pages (external)
 - National SBEAP
 - State SBEAP programs
- Personal Profiles (external)
 - Your profile


Follow pages of
your
stakeholders
and partners,
and like their
statuses



Pennsylvania Department of Environmental Protection
Government Administration
1001-5000 employees

435 followers [Follow](#)

[Home](#)





The Department of Environmental Protection's mission is to protect Pennsylvania's air, land, and water from pollution and to provide for the health and safety of its citizens through a cleaner environment. We will work as partners with individuals, organizations, governments, and businesses to prevent pollution.


[See more](#)


Uncover unique insights about Pennsylvania Department of Environmental Protection

[Try Premium for free](#)





 Employee distribution by department

 Employee growth rates

 Notable leadership additions


 Trends in hiring activity

How You're Connected

 2nd  2nd  2nd  3rd

25 second-degree connections
390 Employees on LinkedIn

[See all](#)



MAGNUM
DOUBLE DIPPED
FOR
DOUBLE CHOCOLATE
PLEASURE

amazonfresh [SHOP NOW](#)

People Also Viewed


Post status updates on LinkedIn and mention your partners, photos always make a post more engaging!

Florida SBDC Network Today the Florida SBDC Network kicked off the first leg of its North Florida Access to Capital Training Tour in Pensacola at the Florida SBDC at UWF. Thanks to the Department of Economic Opportunity, Enterprise Florida, and Florida First Capital Finance Corporation for their participation and partnership in helping Florida's small businesses overcome their largest obstacle – access to capital. Stay tuned for details. [less](#)




Like (6) • Comment (1) • Share • 8 months ago


 [Ricardo Nelson Rios, Doug Martin](#) +4

  [Doug Martin](#) FAMU SBDC is helping me plan and launch my business.
8 months ago

Add a comment...





















































































Endorsements on LinkedIn help to build your profile and can help you build credibility with new clients and stakeholders.

 Skills



Jeremy Hancher
Environmental Consultant at Pennsylvania SBDC
Greater Philadelphia Area | Environmental Services
Previous Superior Tube Company
Education University of Pennsylvania
[Send a message](#)
164 connections
<https://www.linkedin.com/in/jeremy-hancher-40a9162>
Contact Info

Top Skills

17	Environmental Awareness	+	             
9	Environmental...	+	          
8	Environmental Compliance	+	        
8	Sustainability	+	        
6	Renewable Energy	+	      
6	Environmental Policy	+	       
6	Environmental Issues	+	      
5	Energy Efficiency	+	     
5	Environmental Science	+	      
4	Waste	+	     

Use LinkedIn posts to share longer articles of information with your connections to show your expertise and promote services.

Emergency Engine Electronic Reports Due to USEPA March 31, 2016

Published on March 1, 2016



Annette Fulgenzi | [Follow](#)

Program Manager at Illinois Department of Commerce



1



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3

Owners of emergency generators being used in emergency demand response programs, or operated to respond to local reliability or electrical grid voltage or deviation issues, are required to submit an electronic report to the U.S. Environmental Protection Agency (EPA) by March 31, 2016. If you operate an emergency generator being used in emergency demand response programs, or to respond to local reliability or electrical grid voltage or deviation issues, see the reporting reminder below and visit EPA's website at <http://www3.epa.gov/ttn/atw/icengines/> for more information.

Reminder - Emergency Engine Electronic Reports Due March 31, 2016 Owners of emergency engines > 100 HP operated or contractually obligated to be available >15 hours/year for emergency demand response or voltage or frequency deviations, or operated for local reliability must submit an annual report electronically through the Compliance and Emissions Data Reporting Interface (CEDRI) accessed through EPA's Central Data Exchange at <http://www.epa.gov/cdx>. The annual report must cover a range of information on 2015 operations as specified in CEDRI. For CEDRI help you may contact CEDRI@epa.gov.



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LinkedIn Recap

- “Follow” pages of other SBEAPs, partners, etc. and consider establishing a National SBEAP page
- Build your personal profile with endorsements and award listings
- Share updates from the National SBEAP page or your personal account to generate buzz and drive engagement/awareness



Managing and Sharing Access to Social Media Accounts

Sharing Social Media Access

- Do not have all accounts tied to one employee in your organization
- Share access, use an alias email or create a shared email login for social media, i.e. news@pasbdc.org
- Use a social media management site (HootSuite, etc.) to schedule posts and share access

Social Media Aggregators

- HootSuite, TweetDeck, Buffer, Sprout Social – These all are services to help manage multiple social media accounts
- Use these tools to track hashtags, lists of users, and schedule your posts
- Multiple people can have access to these platforms so you can share the social media management (great for intern help!)

Posting from RSS Feeds

- If you use the paid version of HootSuite or another service, this is available as part of the service
- For Twitter, try using [Twitterfeed.com](https://twitterfeed.com) to automatically post new blog posts or other RSS feeds to your account
- Be careful not to auto-post too frequently, it could look robotic if you are not interspersing other posts in between the auto-generated posts

Mobile Apps

- All major social media accounts can be monitored from your smart phone
- Multiple people can access the organization page/account from mobile, which is another way to share access
- Helps to save time, you can get notifications on your phone and reply without logging into your laptop/desktop
- Beware of mixing personal and business accounts! Check your HR policy for full guidance.

Words of Wisdom

Always double check which account you are posting to when you have both personal and company accounts!



Questions?

Thank You!



Keith Yurgosky

Business Consultant

The University of Scranton SBDC

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