

## Social Media for Business and Recruitment – Where to start?

The way we communicate is changing with new Social Media Networks and Tools being launched every day. My clients regularly tell me just how overwhelming it is for them knowing where to start with Social Media. My advice, clarify your strategy first. What is it you want to achieve?

### Why?

Decide what using Social Media is all about for your business

### What?

What do you want to achieve and how can you measure it?

### Who?

Who are you targeting? Also decide who's responsible, you individually and/or personally OR the business/company?

### How?

What tools will you use to communicate with (talk AND listen)?

### When?

When are you going to start and how often?

### Not about?

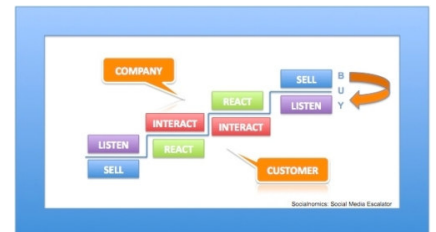
Decide what using Social Media for your business is NOT about.

## The 4 steps

And be reassured that using Social Media really can be simple once you have decided on your strategy. *Socialnomics* talk about four simple steps:

1. Listen
2. Interact: Join the conversation
3. React: Adjust your product or service based on 2.
4. Sell

But for now, focus on understanding what you want to achieve.



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