



**Social Media Development and Management.  
An Overview.**

**HUNSBERGERCREATIVEGROUP**  
DESIGN | BRANDING | COMMUNICATIONS

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Use of social media specific strategy allows you to...

- Position yourself as an expert in your field
- Broaden your audience
- Contact your best customers both directly and indirectly
- Share some personality with current and future clients
- Increase search engine optimization

#### **Understand the strengths of each site**

##### **Facebook and Twitter:**

- Facebook allows you communicate and network on both a personal and professional level. It is generally considered “business casual.” Facebook is constantly evolving; introducing advanced messaging features and allowing users to customize their experience. Increasingly, Facebook users are “friending” business contacts in addition to friends and family as a means to inject some personality into more formal relationships. Although the line between personal and professional can get blurry on Facebook, there are ways to manage posts and news feeds in order to maintain not only privacy but also relevancy on Facebook.
- Twitter is unique in its use as a search engine. It archives every “tweet” so that it is accessible through [search.twitter.com](http://search.twitter.com). This allows business owners to listen in on relevant conversations and position themselves as experts in their fields. Twitter allows business owners to gain an inside perspective into the wants and needs of potential clients.

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**Social niche sites:**

- Plaxo is used as an “online rolodex.” It allows you to connect with others and keeps your most up-to-date contact information. Plaxo works well in tandem with LinkedIn due to the fact that it is a site of similar size with similar demographics as LinkedIn. Once connected with someone on LinkedIn (where direct phone numbers are likely unavailable), you can request to connect on Plaxo as well. This way, you have both a business profile as well as a means to make direct contact. Aside from greatly increasing your ability to connect, Plaxo allows you to prioritize contacts into a real-world hierarchy, saving time and energy.
- Biznik is a community of businesses that network together and is one of the top sites where partnerships are formed. It has a high rate of inbound partnership requests due to the nature of the site. Additionally, Biznik will publish any blog posts or articles you write in the form of a newsletter. It sends the newsletter to every member, greatly increasing the rate of return.
- Merchant Circle is the most relevant of all social niche sites. The site partners with Google. Setting up an account with Merchant Circle allows you to control results when a potential client uses Google to search for your business. Merchant Circle is also essential in reputation management. It draws reviews through its placement in Google search results and, in addition to allowing you to respond to any sort of negative comments, it also gives you the option of deleting negative posts.
- FastPitch Networking is a site that is marketed for social networking but is far more useful in getting your content out to the public in a meaningful way. FastPitch Networking offers a tool that allows you to take your content and turn it into press releases. Your press releases are then distributed to the top 20 media outlets, which greatly increases your chances of getting offline exposure.

Hunsberger Creative Group has made it a priority to become experts in the field of social media specific strategy. We offer services in the development and management of social media marketing in order to give clients a comprehensive and well-rounded marketing campaign.