

Social Media's Impact

Coaching Questions

“What can social media do for my business?”

Using social media should be part of your business' strategic plan. There are a lot of different things that social media can do for your business and a lot of things it can't.

Discussion Questions

- Does it help you manage your reputation?
- Does it help you collect customer feedback?
- Does it help you build a relationship with your customers or prospects?
- Does it help you find industry information and new ideas?
- Does it help you find suppliers and partners?

Key Learning: Knowing why you are using social media will help you use it more effectively.

“How has social media changed? How will it continue to change?”

Social media started off with tools like ICN (Yahoo's instant messaging), MySpace, and other online tools that are currently insignificant. At the same time, some of the new social media tools such as Tumblr and Pinterest are extremely young companies.

Discussion Questions

- Is your social media strategic?
- Is your social media growing followers and fans?
- Is your social media helping people find you?
- Is your social media getting you incremental business?

Key Learning: Often social media doesn't get your incremental business. Most businesses use it for other reasons in their business. If you use it for incremental business, how do you plan on accomplishing this?

“What is your social media strategy?”

There are so many changes in the social media sphere, your strategy and tactics need to adjust as quickly.

Discussion Questions

- What social media do you use?
- How do you plan on managing this?
- How do you measure your results?
- What does success look like?
- What are your future plans?

Key Learning: You need a way to stay on top of changes in the social media sphere if you plan on continuing to use it as a strategic tool.

Examples

Copywriter

Social media was used to find business at networking events. Whenever the business was planning on attending a conference, tradeshow, or other event, they would follow the hashtag to see who was talking about it and what they were saying. This allowed the sales people to actually schedule meetings with people attending the event prior to, during, or after the event occurred.

Head hunters

Head hunters can use social media to better serve their clients in almost all aspect of their business.

Marketing: Head hunters can update their status on social media platforms with new job postings that are available.

Recruitment: Head hunters can search for people in similar roles, with specific backgrounds, or within specific industries. LinkedIn is the best example of social media that allows for this as the current job and all past job experience is available through the platform.

Screening: During the resume screening, interview, and reference checks, social media can be another place to validate that a candidate is a good fit for the head hunter’s job posting. Most employers now routinely leverage social media as a way to screen potential employees.