

PRESENTED BY STARK SOCIAL MEDIA AGENCY

# the Social Life Podcast

## EPISODE 13

### Choosing the Best Social Media Site for Your Biz

Deanna: Welcome to the Social Life Podcast. My name is Deanna Miller. I am the co-founder and marketing director of Stark Social Media Agency. I get together every week with Nate Imhoff.

Nate: Hey.

Deanna: To talk about all things marketing, web design, graphic design. Fun stuff. Fun stuff.

Nate: Fun stuff.

Deanna: If you want to subscribe to the podcast, go to the social life podcast.com. We are talking today about how to choose the best social media website for your business. So basically, the nuts and bolts of this whole social media monster is there are...

Nate: A bazillion.

Deanna: A bazillion and one social media channels that you can get on to maximize your business, to build your sales funnel, to build an audience, to create awareness of your brand. And the funny thing is you don't necessarily need to be on all of them.

Nate: What?

Deanna: What? Says the craziness.

Nate: You mean people don't have unlimited amount of time and energy to spend?

Deanna: I do, I don't sleep hardly. But one of the things that sparked this one is we recently signed on with an amazing new client, Culinary Classroom. It was a refreshing conversation when we met with them face to face to finalize all the details about their social media strategy. And it was refreshing to me because the conversation took a turn and she said, "I don't think we need this, I don't think we need this, I don't think we need this, we already signed up for it but we don't need it." And what makes me happy is usually it's like, "Ok, we have Facebook, we have twitter, we have Instagram, we have Pinterest, we have LinkedIn, we have Google Plus, we have Yelp but I don't know why, we have YouTube, we have Vimeo.

Nate: We have a Tumblr.

Deanna: There's a Tumblr.

Nate: We have a soundcloud and I don't even know why.

Deanna: I'm not even sure what that does. I heard something about foursquare, it's a different name now. It's called squash or something. And I'm like, "What?"

Nate: Squash?

Deanna: Squash. It's Swarm now. Close. So you really want to be careful about signing up for social media channels. Or trying to manage too many that don't necessarily apply to your business. When our fabulous, we have Chef Eric and Jenny from culinary classroom, Jenny started saying, "Well we have Google Plus but we don't really use it, we have this but we don't really need it cause it's not our audience." It made me like a little tear dropped down from my face because...

Nate: Because it makes it easier.

Deanna: It makes it easier when you already know who your audience is. So if you don't yet know who your audience is before you start signing up willy nilly for social media channels, I would recommend doing some research. So you know where you need to be.

Nate: Right.

Deanna: Right.

Nate: Correcto.

Deanna: Research in terms of your audience. There's like really good tools out there. How do people like develop like what their audience strategy should be? They should do some research about...

Nate: Well, demographics.

Deanna: Your location. Are you a local business?

Nate: If your audience is millennialist.

Deanna: Millennials.

Nate: Whatever. You want to be on Instagram.

Deanna: So you need to make sure you do some research about your location if you're offering services that are specifically locations based, you need to think about whose going to be buying your products.

Nate: Right.

Deanna: Who is going to be utilizing your goods and services? Do you have a

wide range? Do you have a small audience? Are you a niche market audience to market to? So you want to make sure you know who your audience is, and where they are, and what kind of applications and tools they're using to find the businesses that they want to engage with. Pretty much standard for all businesses, I think everyone needs to be on Facebook.

Nate: Yeah.

Deanna: Everyone needs to be on Facebook.

Nate: Have a page.

Deanna: And, yeah, absolutely, have a page. And that doesn't mean that you have to be posting every day, 6 times a day, like living and breathing the Facebook.

Nate: You shouldn't treat it like Twitter?

Deanna: Ugh no, no. Buffer actually released some statistics that said because of Facebook's algorithm, the most you should really be posting is two times a day if you want to go for a daily strategy. In conjunction with that, you should be doing some sort of advertising. So, paid advertising. So boosting posts or anything like.

Nate: If you're not willing to put a few dollars on it, then it's probably not worth posting.

Deanna: Well, yeah. Yes and no. I think it just depends on what it is you're posting. 'Cause we don't just post content that's created by...

Nate: Willy nilly.

Deanna: Ourselves.

Nate: I wanted to use that word. Willy nilly.

Deanna: We don't just post client content, you post, we post all kinds of different things. So articles that relate to the different subjects that show that our clients are subject matter experts. So that kind of thing is really important. And I think everyone needs a Facebook. And then, the next thing that comes in line is Twitter. So the top four for me, for most clients, is Facebook, Twitter, LinkedIn, and Instagram. So I know that I didn't mention Google Plus and there's a reason why.

Nate: Google Plus.

Deanna: Because Google Plus is hard.

Nate: Yeah.

Deanna: But I think that the nuts and bolts of it, is it depends on what kind of business you are. So for us, we're pretty much everywhere.

Nate: We try to be.

Deanna: We try to be.

Nate: We try to be everywhere.

Deanna: I do.

Nate: Very difficult though.

Deanna: It is hard.

Nate: Sometimes you lack on certain channels because you got so much to do.

Deanna: Yeah. There's so much to do.

Nate: But if you're a smaller business and this isn't what you do, then you know,

you have to figure out where you're going to get the most bang for your buck if you will.

Deanna: Right, no, absolutely. So my recommendations for most businesses is Facebook, Twitter, LinkedIn, and Instagram. And the reason I like Instagram so much is because like you said, it's that younger audience that you're tapping into that isn't a Facebooker, they're an Instagrammer.

Nate: Right.

Deanna: And there's ways to do that. I think people get frustrated, thinking about, "Oh no, I have post pictures of myself on Instagram!"

Nate: Right.

Deanna: And you don't. You don't have to always post pictures of yourself. Like branding wise, I think, for our social media, in terms of what we do for Stark Social for Instagram. We don't, we post like pictures about the podcast, you have those cool podcast graphics you do.

Nate: Indeed.

Deanna: I'll post those, we post pictures with where we've been. Yes, it's been us but it's been the podcast.

Nate: Correct.

Deanna: So the best ways to come up with what social media channels are going to be important for your business is really deciding who your audience is, coming up with a content strategy. So that goes back to that content calendar that I'm always talking about.

Nate: I don't think every business needs a LinkedIn though. Think about it, let's say you're a bakery. Does a bakery need a LinkedIn?

Deanna: Well, I think it really... I mean, yes. I would just claim it to claim the name.

Nate: Yeah, that's true with most of these though.

Deanna: But I don't necessarily know that you need to have a full on, daily strategy.

Nate: Right.

Deanna: Because I don't think that people are going to LinkedIn for tips on running a bakery necessarily.

Nate: Right.

Deanna: But that's a good point, I like that. So you really want to know your audience, create that content calendar, and it's really really really important. What I like to do, when I first start working with a client, is put together a calendar of important things that they have going on. So, events that are happening, if they're traveling, if they've got any kind of specials, if there's any kind of holidays that relate to the business. You know when there's anything fun or engaging or exciting that they might be doing. And then you decide what's going to best apply in terms of social media channels. I think a lot of people will jump on everything because it seems easy.

Nate: Right.

Deanna: The one tip I do give is if even if you're not going to use it, claim it. So your competitor doesn't claim it for you. Because I've actually had that happen, where I was working with someone, and they had their competitor had claimed their twitter handle.

Nate: That's rough.

Deanna: And it was really sad 'cause they were tweeting out all kinds of

random stuff that seemed like it was like angry stuff from the guy who owned the company I was helping, and that was frustrating. But again, they were parodying the company and so no one was able to get in trouble. But if anything, even if you're not going to use it, claim it. Direct them to your website in the link, in the bio. And make sure you put something like a picture in your AV that lets people know that that's who you are. So Twitter is a fun social channel that I think a lot of businesses are utilizing more and more on a regular basis. Because it's such a constant conversation.

Nate: Right. I think you need to understand when you're picking your channels, you have to pick, you have to understand the culture that comes with that particular channel. There's etiquette, there's rules.

Deanna: Exactly. No rules!

Nate: No rules!

Deanna: It's like Thunder dome.

Nate: Yeah, you can't treat Facebook like Twitter, and Twitter like Facebook. And they have all their certain... I don't know if there's a better word than culture.

Deanna: Nuances.

Nate: Nuances, there you go.

Deanna: Nuances.

Nate: Ah, there you go.

Deanna: Fancy word of the day is... Nuances.

Nate: Nuances.

Deanna: But no, I agree. I think that like we were mentioning with Facebook, you can post a couple of times a day and you're safe. With Twitter, you can post...

Nate: Like 10, 15 times a day.

Deanna: I think the standard is like 10 or more.

Nate: Right, there's really no limit.

Deanna: So you can post as often as you want, but I think what I'm noticing more and more is retailers, online retailers, local retailers so brick and mortar stores, and online retailers... If you have an online product to sell, you really do need to be on twitter.

Nate: Yeah.

Deanna: If you're giving out a coupon code of any kind, if you're doing a special of any kind...

Nate: The hashtags.

Deanna: The hashtags really make the difference because yes, people use hashtags on Facebook and yes, they're great for dial down searches. But Twitter...

Nate: No one does hashtags on Twitter, though.

Deanna: No, it's a special beast.

Nate: It is, but then you've got closed groups, and it sort of blocks it off.

Deanna: Well, I am talking about for pages though. The groups...eh. Whatever. But no, twitter and then you've got also...You've got different types of events and things that you can do on Twitter. Like you can throw a Twitter party, which

we've done when we've had online specials. So if you have a special during the holiday season that you're running you could do a twitter party. And you can say for the next hour, you can get half off if you click on the link. And then you can invite a bunch of people to it. You can invite bloggers, you can invite your friends, you can invite fellow tweeters. And really what the does is it drives engagement. So Twitter in and of itself is a special, special thing. I think each social media channel has their own sort of like nuances.

Nate: Nuances.

Deanna: Which is why certain businesses should select them. So thinking about it, I think Facebook and Twitter really are the foundation for a good social media strategy.

Nate: Right.

Deanna: If you're a business of any kind, you really should just make sure you're doing the minimum of Facebook and Twitter. If you're doing it on your own, I think that's a good place to start because you don't want to do too much and overwhelm whoever it is in your business that's doing it.

Nate: Right.

Deanna: 'Cause we've come in contact with a lot of businesses where you have maybe the employees are helping, maybe the owner of the company is all in on it.

Nate: Oh, this gives me a headache.

Deanna: I know.

Nate: It does. When you come and say, "Oh they're letting everyone, the janitor apparently can now tweet on the thing." I'm like, "Why?"

Deanna: Why?

Nate: Why? Well, it comes back to like when I'm doing branding, and they're like, "Oh let me go ask some people," and it's like, "I asked my mother in law and my janitor..." and you know, and no disrespect to those people but it's like the more people you bring in, the more opinions, the more confusing it's going to get.

Deanna: Right, and I think that's really the headache. If you have too many... too many chefs in the kitchen, if you will...

Nate: Right.

Deanna: Then it ends up being a mishmash of a solid strategy. It really should be one cohesive of, "Alright, Jimmy, you're handling the social media. Run with it."

Nate: Right.

Deanna: You know, here's the branding, here's the logos, here's our images. Don't do anything like crazy.

Nate: Every once in a while, in regards to branding and stuff, when you're letting everyone and their sister... I'm doing a branding project right now with a guy, and he is really on top of it. He knows what he wants and he doesn't necessarily know how to like express it. But it just makes it easier, he's not asking anyone and everyone.

Deanna: Yeah, no, absolutely.

Nate: He's really thinking it out and I really appreciated that.

Deanna: No, absolutely. I think that the next layer if you're going to add a social media channel to your social media strategy is Instagram. Instagram is a great tool for reaching an audience that is not on Facebook. Cause Instagrammers and Facebookers are two different age groups. They have a different type of mentality.

Nate: Right.

Deanna: They have a different type of, you know, I have a friend whose daughter I follow on Instagram. I think she posts like twenty pictures in like an hour. And I don't even know what she's doing.

Nate: I'm having a snack. I'm getting a glass of water.

Deanna: The thing is it's not that mundane. But it's like, there's all these pictures. She's in my feed constantly. And I'm like, "I think I'm going to have to unfollow you."

Nate: Well, part of the nuances of Instagram is that it has that kind of telling stories through pictures.

Deanna: Right.

Nate: And if you're going to use it as a commercial vehicle, again lack of a better word. You don't want it to be so commercial. You don't want to have it be having flyers as your Instagram picture and whatnot. You want to, you know, respect the culture or nuances of Instagram. And sort of be covert about the way you're marketing.

Deanna: Right, and the cool thing now is that since Instagram has opened up advertising, and you can do advertising on Instagram through Facebook. You don't want to just consistently always be advertising what you're doing if you're a business. You want to show those sneak peaks, those behind the scenes, the fun stuff that might be going on with your business. You want to do a similar strategy in terms of hashtags as you would on Twitter. Because the more popular your hashtags are, the more widely searched they are, the more likely they are to show up in the main feed or stream of Instagram where all the users get to see what's new and what's hot and relevant. And you really want to end up being part of that stream so that you can engage with a new audience and get more followers. And that's the best way to do it. Buffer actually released

their new, like hey, here's the research, and according to their research, five hashtags

Nate: Hey, here's the research! That was funny.

Deanna: Oh look, Nate joined us.

Nate: Yeah, I'm just listening. I'm listening like everyone else.

Deanna: They say that if you are, a minimum of five hashtags is recommended. I thought that, and I was like, "Five? That's crazy." So I researched it some more, and I was like, "That sounds like crazy talk."

Nate: Crazy talk.

Deanna: Five? And then I did some more research and I found a bunch of different reliable resources that said, "Yeah, the more hashtags that your image has, the better." I was like, "Wow..."

Nate: Yeah, that kind of blew my mind at first. I remember when that trend started, I really thought it was amateurs. You know, amateurish, I guess you would say.

Deanna: Yeah, it's not apparently. People love it. So we are talking about how to choose the best social media application sites, stuff for your business here on the social life podcast. If you have not yet subscribed, go do it. [Thesociallifepodcast.com](http://Thesociallifepodcast.com). You can do it while you're chugging your next beer.

Nate: Chugging?

Deanna: Chugging.

Nate: Like sipping.

Deanna: Sipping.

Nate: There you go.

Deanna: Enjoying.

Nate: But not while you're driving. Cause then pull over.

Deanna: If you need to drive, then stick a straw in it.

Nate: A straw? Just a big long straw. 'Cause you know, legally, you just have to have it in the trunk. So if you have a straw long enough, you can drink and drive.

Deanna: Like a hose.

Nate: We're kidding, don't drink and drive.

Deanna: I'm joking.

Nate: I think you could legally do that... As long as you're under.

Deanna: I don't think so.

Nate: I told you, did I ever tell you about that? I'll tell you after the break.

Deanna: We'll google it and let you know. Join us after the break on the social life. We will be back to talk more about how to pick the best social media channels for your business. Audio Guru's mind is blown.

Nate: He's shaking his head.

Deanna: We'll see you after the break.

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Deanna: Welcome back to the Social Life. In case you missed the first half of our

tantalizing episode, we are discussing how to best choose social media channels for your business.

Nate: I said I would tell my story though.

Deanna: I was just trying to roll right on past it.

Nate: But they want to hear the story!

Deanna: No one wants to hear the story!

Nate: The story is awesome.

Deanna: Audio Guru doesn't want to hear the story.

Nate: He already heard the story! He didn't believe it

Deanna: I know, that's why he's shaking his head. He's like, "Nooooooooooooooooo..."

Nate: Ok!

Deanna: Ok.

Nate: Ok, can I tell my story yet?

Deanna: Fine, tell your story.

Nate: Alright, so I was going to renew my driver's license at the DMV...

Deanna: (humming Jeopardy theme song)

Nate: Shh! Let me talk. And one of the questions was, "Is it legal to have an open container in your car?"

Deanna: Yes.

Nate: Cause of our ongoing joke.

Deanna: Yes, I heard this story.

Nate: I know.

Deanna: Finish.

Nate: And so I said, “No,” and I got this wrong because it is legal to have an open container while you have it in the trunk.

Deanna: In the trunk. Keep your junk in the trunk.

Nate: So the lady says, “You know technically you could pull over, get out, open the trunk, you know, sip your whatever, and then put it back. And as long as you’re under the legal limit...” And I was like, “So why did I get this wrong?” Like I’m erring on the side of caution, no open container in the car. She’s like, “I don’t know, it’s the law. It’s wrong.” I was like, “Ugh, whatever.”

Deanna: That’s an amazing story.

Nate: Alright, well I said I would tell the story.

Deanna: Did you talk about it? Did you tweet about it?

Nate: No, this was like way before Twitter. This was back in the day. It was a Thursday.

Deanna: It was a Thursday.

Nate: Thursday.

Deanna: Right.

Nate: Ok. Back to the social life.

Deanna: So now that you guys have heard his engaging story about the DMV awesomeness.

Nate: Hey, I thought it was good.

Deanna: You know what's funny, is like I paid my registration.

Nate: Yeah.

Deanna: In like November. Still haven't gotten my tags.

Nate: Yeah?

Deanna: Yeah. I'm going to tweet at the DMV right now. So we've already talked about Facebook and Twitter being the, sort of, foundation for a good social media strategy. It's really important to make sure that you're starting with what you can handle.

Nate: Yes.

Deanna: And then adding layers to your strategy, adding channels that fit your business, that aren't necessarily just like, "We're on everythingggggg!!!" and then we forgot about it.

Nate: And being on something doesn't mean you auto-post to it.

Deanna: Right.

Nate: Cause a lot of people do that.

Deanna: Well, it depends. On the strategy.

Nate: Well, yeah.

Deanna: For example, like I have, if you're a public figure, you can connect your Instagram and Facebook to your page because you may or may not have a Facebook profile. So that's fine, so we have an "If this, then that" that connects our Instagram to our page.

Nate: There's a quick tip for that, no?

Deanna: There is a quick tip for that.

Nate: On the YouTube channel?

Deanna: On the YouTube channel. Thanks for pointing that out, Nate.

Nate: I thought so.

Deanna: Look at him, being on the ball. I think I caffeinated him enough today.

Nate: I need coffee.

Deanna: Alright, so Facebook and Twitter. Definitely the foundation for your social media strategy. If you're going to add a layer to social, the next one I would think about is Instagram. We talked about Instagram being for a different type of audience. Instagrammers and Facebookers are a different demographic in terms of age, education, income.

Nate: Nuances.

Deanna: Nuances. That's our fancy word of the day, by the way. Nuances.

Nate: Nuances.

Deanna: Then the next things that come on the list are, and they may or may not be a necessity for your business. They might just be something fun that

allows you to take advantage of the SEO that is already available through the channel. For example, the next one on our list is Pinterest. Not every business needs a Pinterest. Not every business has quality content that they can share on Pinterest that makes it a valuable place for them to be.

Nate: Right.

Deanna: Like I said in the first half of the show, I definitely recommend signing up and getting your vanity URL for these channels. Even if you don't use them.

Nate: Right.

Deanna: Because you may have sneaky competition.

Nate: Ahh... Sneaky.

Deanna: Sneaky, sneaky.

Nate: Very sneaky, sir.

Deanna: Very very sneaky, sir. That has thought, "I'm just going to take this, and I'm going to hog it. And then they can't have it."

Nate: Right.

Deanna: So Pinterest. What I like, businesses I like Pinterest on, you know, real estate agents, restaurants, nonprofit organizations, anything where you've got more than just your average food recipes, DIY craft stuff... We have a property management company we do social media for, we have a bunch of different videos that they put together that are tips on, you know, managing property, home maintenance, things like that. Those are great to share. I've seen a lot of bloggers do really well with social media, Pinterest posts. Pinterest is one of those things where it takes time to build a board. It takes time to build an audience. So if you don't have the time to dedicate to it, to hone it, to make it really awesome, to get that interaction, then I would definitely just claim it

and then decide what you're going to do with it later. Also if you are a business, Pinterest has Pinterest for business. So you can sign up as a business and it gives you access to a bunch of tutorials, analytics, and tools that can help you decide how you're going to structure your Pinterest strategy. You jumped on Pinterest.

Nate: No, you said it was for girls.

Deanna: I did, I changed my mind.

Nate: Ok.

Deanna: Yeah.

Nate: Yeah, I was like, "I got on that..." I didn't call it Pinterest, I called it pin-interest.

Deanna: Pin-interest. And I was like, "Stop! That's annoying."

Nate: That was a long time ago.

Deanna: The next social media channel on our list is LinkedIn. LinkedIn, I think, just get in there and claim it. 'Cause you can claim your location, you can put it your business location address, things like that. I don't think that LinkedIn business pages is for everyone in terms of posting and things like that. But it's definitely a good way, a good place to claim your stuff and just know that you have it.

Nate: Yes.

Deanna: Yeah. Okay. Google Plus. Google Plus.

Nate: They sort of make you have one.

Deanna: Google Plus. What do I say about Google Plus?

Nate: It started off really good.

Deanna: It's like Festivus all of a sudden.

Nate: You're going to air your grievances with Google Plus.

Deanna: Google Plus is constantly changing. The only thing that I definitely think every business needs to have, is if you are a brick and mortar, you need to claim your Google My Business location. It's very much like claiming your location on Swarm, which used to be foursquare.

Nate: Squash?

Deanna: Squash is what one of my clients called it, "I had a Squash account." I'm like, "What is squash?" It took me so long to figure that one out. I was like, "Oh my gosh, I'm going to look so unprofessional if I don't know what Squash is." Like oh you mean Swarm?

Nate: Isn't that that one game? Squash?

Deanna: Squash is a game, yes, it's a sport.

Nate: It's a game.

Deanna: But Google My Business is definitely important if you're a brick and mortar you want to make sure that you have pinned your location. That makes it easily accessible through google maps. So if somebody is searching for your business...

Nate: Googling.

Deanna: If someone is googling your business, you want to make sure that you have claimed your Google My Business which will then in turn create a google page for you. There's like a lot of confusing stuff.

Nate: You can do reviews on there.

Deanna: You can do reviews on there. You can share videos. You can do all kinds of cool stuff. So just make sure that you have your google my business location. That drops a pin on google maps, it allows people to review your business. I, if anything, recommend that you do that and then you don't really have to necessarily worry about Google Plus too terribly much. It's awesome if you have the time to manage it. It is very similar to Facebook in terms of the kind of content that you should be sharing on it. So if you're really going to be focusing on one, I would focus on the monster in the room and I would focus on Facebook. So not every business needs to be on Google Plus.

Nate: Goggle Plus.

Deanna: Goggle Plus. That's... I know somebody's going to go, "Goggle? What's Goggle Plus?" And I'm going to be like, "It's just like Squash."

Nate: Sorry for the inside joke people.

Deanna: It's just like Squash.

Nate: Audio Guru said you're going to end up on a porn site.

Deanna: Well if you do, share it with us. So then there's Yelp.

Nate: Ugh, necessary evil...

Deanna: Yelp with an asterisk next to it.

Nate: I know, right?

Deanna: Because, for those of you who aren't keeping up, Yelp just recently won a court case which allows them to...

Nate: Do what we knew they were doing before.

Deanna: Which allows them, what we thought they were doing...

Nate: I knew it!

Deanna: What we thought they were doing... We don't want to get in any legal trouble. So it allows them to charge money for the removal of negative reviews. So it's not necessarily... It's not necessarily... It's a necessary evil, I guess. If your business is a brick and mortar where people can visit you, you're probably going to end up with a Yelp account whether you like it or not. If you've made someone angry, that's likely that's how it's going to get started.

Nate: That's the worst.

Deanna: That's how it got started for a couple of people who I have helped to clean up their Yelp accounts. It usually started with somebody posting something that was like, "I was at yadda-yadda-yadda, and the service was horrible. And my food was cold. And they're miserable people and I hate them."

Nate: Right.

Deanna: So go ahead and just, if you're a brick and mortar, if you're a restaurant, if you're a clothing store, whatever, if you have an address where you service people, you sell products and services, get your Yelp account started on your own. Don't wait for somebody else to do it for you. And then just, what I recommend, is your strategy for that is take a look at it, and then, I think we talked about this in a recent podcast... Where we talked about customer service.

Nate: Right.

Deanna: Which is just be thoughtful about your responses.

Nate: Realize that everybody is watching and I mean, when you're dealing with

Yelp... We're actually going to have a Yelp expert if you will, on the next show. Where we talk all about Yelp and what you can do. But when you know, you're tackling these, and you get a negative or positive review, you have to determine what this person's motivation is. You know, there's some people that you go and look and they've got 20 reviews. They're all negative, they're all one star, and airing their grievances. So, you know, they clearly use Yelp as a weapon.

Deanna: Oh totally.

Nate: So you can be polite to them, but it's highly unlikely that they're going to remove it.

Deanna: Yeah, no. Absolutely. We just saw that. You totally did research for a client and you scoped out all...

Nate: The thing is because of the way Yelp's thing works too, if all they do is write negative reviews, their stuff falls off quick.

Deanna: Right, 'cause this guy had what, 20 one star reviews?

Nate: He had like twenty reviews and most of them were one star, I think one had two stars, and there was one that had five stars. So he was either like, "I like this one business. You know, five stars, and everyone else sucks."

Deanna: Right, and there's people like Larry from Yelp.

Nate: Larry McKlemitz from SVC Fix It.

Deanna: He's not technically from Yelp. We just, 'cause he's just an avid Yelper.

Nate: Oh, yeah, his nickname is Larry from Yelp. Cause back in the day when Yelp was first getting started, everybody sort of... It was more pure.

Deanna: Well there were people that were really genuinely writing reviews.

Nate: Right, and long reviews.

Deanna: Like you had said before, using it as a weapon to get what they want.

Nate: Right.

Deanna: So don't use it as a weapon.

Nate: But he had such a following that when he gave honest reviews, just detailed...But you know, we're going to have him give some of his tips on dealing with people on yelp. And how you can actually get some of these negative reviews removed if you play it right.

Deanna: So that will be an upcoming podcast episode, keep your eyes peeled for that fun funness.

Nate: Or just subscribe and it will magically appear on your phone.

Deanna: How do they subscribe, Nate?

Nate: They go, duh, social. Wait, the social life podcast.com

Deanna: He set it up and he doesn't even know it. Our next channel is YouTube, well let's just pop these two together. YouTube and Vimeo.

Nate: Right.

Deanna: They're both video tools.

Nate: Right.

Deanna: Online video tools. What's the difference though? 'Cause you know better than I do.

Nate: I would say YouTube is probably more social media than Vimeo. I mean

Vimeo is, but it's sort of that... We tend to use it if we want to pull video into something.

Deanna: It's more like video storage?

Nate: Yeah, it's more like video storage. You can still do comments but I rarely ever see things that are super active on it. I like that you can replace the video. So if you edit it or change it, you can go, and you can't really do that on YouTube. The quality tends to be a little bit better on Vimeo versus YouTube. So if you have a website, and you're pulling a video in, you could pay... I think it's 60 bucks, for the pro account on Vimeo, or premium, or whatever it's called. And then you can pull that in and you don't have to have like cat videos come up. If you embed like a YouTube video, on your website, you could have somebody's cat videos come up.

Deanna: But I love the cat videos. Cat videos are so pretty.

Nate: Yeah but you want people buying your stuff and not watching cat videos.

Deanna: But then there's also, we also have Wistia.

Nate: Ah, that's even more extreme. So if you're not using, that's, I don't even think that thing's social media at all. You can comment on it, but it's like it takes the stuff that Vimeo did and it takes it to the next level.

Deanna: Ok, so you've got like YouTube which is basically the social channel. And nuts and bolts of it for me like is if you don't have content to share, don't worry about being on YouTube. If you don't have videos to post... Then don't worry about being on YouTube. I think a lot of people stress about it and they're like, "I should make videos." But don't stress out about it, don't put yourself in a position to be overwhelmed with social media because then it just ends up being frustrating.

Nate: Well, I think that's what the show is really about. Picking what channels you're going to use, and doing them well. Rather than trying to do all the

channels and doing them all like... Ron Swanson says, "Whole-ass one thing rather than half-ass two things."

Deanna: Right, and then Flickr... I'm not... Eh.

Nate: If you're a photographer, yes.

Deanna: I don't use it anymore, 'cause I disconnected the ability to log in from other accounts.

Nate: From Google, huh?

Deanna: You have to have a Yahoo account now.

Nate: It's that thing where we were talking about in, I think the previous show, where they get all spiteful at each other.

Deanna: Yeah. Yeah, yeah, yeah. Now you can't, Flickr is like totally locked down. I went to log in to my Flickr account so I could download my stuff. It was forcing me to create a yahoo account.

Nate: I guess they don't want the money.

Deanna: That's fine, whatever. And then you've got Tumblr. Which is very similar to what initially was like BlogSpot, or blogger, those types of things.

Nate: Now it's more like Instagram meets Facebook.

Deanna: Yeah, so it's sort of like BlogSpot and Facebook and Instagram had a baby.

Nate: Right.

Deanna: So I really like it. I think there's a lot of fun stuff on there. You can post a lot of different types of images, and videos, and cool stuff. So that's another

way to tap into a different type of audience. But again, you don't need all these channels. If you don't have the time, then I wouldn't worry about it.

Nate: Right.

Deanna: So pick what works for you. We have a bunch of other things. So you've got foursquare, which is now Squash. I'm sorry, Swarm.

Nate: Squash.

Deanna: I still can't, it's funny. I was on the phone with someone who was like, "yeah, the most we've done with social media you know that thing that's called Squash now. I was like, "What's Squash?" Amazing. There's some specialty channels. So these are cool. My favorite's Untapped of the specialty channels.

Nate: Indeed. Yeah but that's only if you're in the beer industry.

Deanna: More people should be in the beer industry.

Nate: Yeah.

Deanna: So there's some specialty channels. We're going to talk more about this in the show notes, and on the blog post that goes along with it. Make sure you go to the social life podcast.com to subscribe. We've talked about building a solid social media channel, how to choose the best social media channels for your business. Basically my thought process in a nutshell is start with Facebook and Twitter, and then research and decide where your audience is and what other channels additionally are valuable to your social media strategy. A lot of people tend to jump on and try to do everything at once, and then get frustrated and end up talking to people like us for help. And that's okay, you can always hire somebody to help you with your social media strategy. That's okay, too. But if you're doing it on your own and you're just getting started, I definitely recommend start with Facebook and Twitter. Decide who your audience is, decide what kinds of goods and services your audience is looking for and how you can best relay what your goods and services are to that

audience in a really strong way and then add layers to it. We are Stark Social Media Agency's cofounders. I am Deanna Miller.

Nate: Nathan Imhoff.

Deanna: Marketing director. Nate, Nate, Nate, Nate, Nate, Nate Imhoff. Nate Nate Imhoff. The creative director.

Nate: The creative director.

Deanna: We will be back next week with another episode. We've got a lot of cool ideas that we're throwing around. We will be talking to somebody about how to manage Yelp successfully.

Nate: Yep. Some tips.

Deanna: Getting some great tips and ideas. We're also going to be talking about, hopefully in the future, some of our favorite podcasts that we listen to and what we've learned, what we take away from them. So stay tuned, come back next week.

Nate: Subscribe.

Deanna: Subscribe to the [sociallifepodcast.com](http://sociallifepodcast.com), and don't forget to follow on us on all our social media channels. We'll see you next time. Have a great day.

Nate: Bye.