

Small Business Center at Forsyth Tech

“Increasing Business Success”

Social Media Suggestions

In a recent article, I discussed support provided for minority-owned and women-owned businesses (MWBES). There are additional challenges facing MWBES, however, many things are being addressed. The Small Business Center is trying hard to be a valuable part of the solution. Join me in welcoming the ACCESS Center for Equity & Success to our community.

This month, I am pleased to share a few social media suggestions. Some of you have learned that the Small Business Center started a YouTube channel a few years ago. We regularly share brief videos with business tips, information about upcoming events, and conversations with local business owners. You can find our YouTube channel by visiting our website. One of these videos discusses social media.

There are several social media platforms that help us to be successful. We must have a social media strategy to make business success more likely. Here are a few of our thoughts:

1. Platform – Wherever our potential customers are, we should consider having a presence. Since it is difficult to maintain a presence on every platform, we should be careful about our platform selection. The Small Business Center maintains a significant presence on LinkedIn, Instagram, Twitter, and Facebook.
2. Activity – We should be active rather than merely have an account. When we are active, we are more likely to be discovered by potential customers and partners. The Small Business Center make posts several times each week including articles and announcements of upcoming events.
3. Consistency – We must be consistent in our engagement. Unfortunately, many people have accounts on platforms that they seldom use. We have learned that many potential customers prefer to communicate through social media. The Small Business Center responds quickly to persons that seek to connect with us through social media. We want to help you to be successful with social media. We have worked with clients on an individual basis to develop their strategies. We also conduct workshops so that clients can explore ways that others use social media. We look forward to connecting with you !!!

The objective of the Small Business Center at Forsyth Tech is to help small businesses succeed by providing high quality, readily accessible assistance to prospective and existing business owners in Forsyth and Stokes counties. Our motto is “Increasing Business Success,” which describes our commitment to clients. The N.C. Community College’s Small Business Center Network assists in starting an average of more than 800 businesses each year and the centers have an economic impact in 90 percent of all N.C. counties each year, helping to create and retain over 2,800 jobs annually. You may

learn about our services at www.forsythtech.edu. Feel free to stop by our office at 525@Vine in Wake Forest Innovation Quarter just east of the heart of downtown Winston- Salem. You may also contact us at SBC@forsythtech.edu or by calling (336) 757-3810.

Article appeared in Black Business Ink.

If you are an entrepreneurial thinker and would like more information about starting or expanding a business, contact the Forsyth Tech Small Business Center for information, including small business educational events and one-on-one mentoring.

Phone: 336-757-3810

Email: sbc@forsythtech.edu

Address: 525@Vine Street Winston-Salem, NC 27101

Website: <https://www.forsythtech.edu/courses-programs/for-businesses/small-business-center/>

