

Small Business Center at Forsyth Tech

“Increasing Business Success”



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 free information, including small business seminars and one-on-one counseling.

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Social Media for Small Business

In my previous article, I discussed the celebration of National Small Business Week. The Small Business Center started in 1984 and for several years has coordinated the celebration of National Small Business Week in Forsyth County. We coordinated 15 events during the first week of May 2018 which were attended by hundreds of attendees. Although it is important to celebrate small businesses all the time, it is especially important to focus on them even more during National Small Business Week.

This month, I want to discuss social media for small business. I have experienced that social media vehicles offer several benefits. Countless clients of the Small Business Center have told us how social media has helped them to experience business success. Here are some of our suggestions.


Select the right vehicle – It is great that we have so many vehicles from which to choose. Just because a vehicle exists does not mean that we should use it. I regularly tell clients to find out where their potential customer are and consider using that tool. Selecting the wrong tool could turn out to be a waste of time and money. The Small Business Center uses LinkedIn, Facebook, Instagram, and Twitter because they have proven to be a great place to connect with current and potential clients.

Be active – Once the right vehicle is selected, we must be active. We are not likely to be discovered just because we have an account. We know many people who “have an account” and no longer use a given vehicle. Instead, we become more visible when we make posts and comment on the posts of others.

Be consistent – We must make a name for ourselves and our businesses by posting helpful information to others. Posts can provide information about our products and services, however, we suggest sharing information that is other-centered. If our posts are all about me-me-me, then we may get tuned out. We should also share articles and information about upcoming events.

Be professional – We often remind our clients that people often make decisions about us and our businesses before they have even met us. Because of our social media presence, those decisions may be good or bad. We can use social media to give people a positive and professional image of us. This image should be reinforced by their interactions with us in person.

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.



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 700 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 3,800 jobs annually.

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