



SMALL BUSINESS  
KNOWLEDGE AND  
TRAINING PORTAL

TSBDC.org



# SOCIAL MEDIA

## LESSON TOPICS

### 1. Is Social Media Presence Important?

Social media presence is extremely important for your business. According to research, 84% of adults use some form of social media for an average of four hours a day. Marketing Weekly states, "Social media is an integral part of any small business success strategy." Having an active social media presence creates credibility for your business.

### 2. What Platform to Choose

Unless you have a very specific niche that fits a certain platform, start with Facebook. With Facebook's daily two million users, it is the largest social media platform. A clear, focused marketing strategy on Facebook is the best way to reach your audience

### 3. How to Start

With the assistance of the TSBDC, you can pinpoint the demographics of your target market to discover which platforms they recommend you use. Once you have defined your platforms, you can attend a training from any TSBDC in the state network.