

Storytelling With Social Media

By [Kristina Shands](#)

If you are treating social media as an afterthought or a never thought, then you are missing a huge opportunity to reach out to your ideal clients and share your message.

But how in the world do you tell your business story in 140 characters?

You don't. It is not about just one tweet or one Facebook post. It is about a strategic plan that integrates your business story into your marketing plan - a plan that incorporates social media - to reach your clients and achieve your goals.

Treat social media tools as a vehicle to spread your story, showcase your clients and educate others on the solutions you offer.

The best way to do this is to plan your tweets, posts and comments and make sure you clearly express your key messages and talking points. Using free tools like Hootsuite or SocialOomph makes it easier to pre-load posts and tweets. This allows you to be much more strategic in your online efforts.

Enhance your online presence with your unique voice and personal story to connect with potential clients. This adds personality, authenticity and transparency to your efforts.

Just remember social media is a two-way street. Offer your followers and fans a chance to interact with you and provide precious feedback. Asking questions, commenting on blogs and status updates and re-tweeting interesting tweets are all ways to interact with your followers and potential clients.

A great way to "meet" leaders in your field is to participate in Twitter chats. There are chats for every industry and niche. Adding your ideas and opinions is an easy way to attract new followers and learn about current trends and tactics.

Most importantly, make sure you are telling your story, not selling your story. At least 80 percent of what you offer on social media sites should be content, with 20 percent or less sales and promotions. Nobody wants to follow an infomercial.

Keeping your business story in mind when executing all of your marketing tools ensures your ideal clients will find you, even with all of the clutter online. Social networking sites are just an extension of your marketing plan, and should not be your entire plan. Even with all of the social media success stories out there, you still have to network in person and face-to-face. People want to work with people, not avatars or talking heads, but social networking provides a great platform to reach a whole new world of potential clients.

