

Social Media: get your business on-trend

Businesses from across Milton Keynes and Bedfordshire were treated to a free masterclass on social media on 11 November 2015, hosted at Cranfield Innovation Centre's conference suite.

Top Tips:

The event was led by social media expert Julia Doherty of [Green Umbrella Marketing Limited](#) and looked at how businesses could boost their profile and engage clients using digital media.

A full copy of Julia's presentation and links to some useful tools are available [here](#). In addition here are our top tips from the event.

The Big Picture

- Social Media is an important and useful tool, but can't be the be-all and end-all for your marketing strategy. Make sure that your website is your main source of information for clients and that all channels refer back to it
- This will also make sure that all your interesting content is included on your website, for search engines to find

Which Tools?

- New Social Media roll out at a rate of knots. If you're pushed for time and resource then assess where your clients and influencers hang-out online and focus on those channels
- Green Umbrella recommends spending 30 minutes each day on each social media channel, so if needed be selective. Alternatively, consider resourcing-up your business to manage the demand or employing an agency

Keep Up-to-Date

- The tech companies change the rules of the social media game on a regular basis, so make sure you're able to adapt to the latest updates to tools like Facebook, Twitter and LinkedIn. Check out Green Umbrella's [blog](#) for the latest news and advice

The Speakers:

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