
The City of Lake Forest

Social Media Guide for Businesses 2.0

Prepared by: Molly Gottfreid, Lake Forest College Intern,
City of Lake Forest, Office of Economic Development
Copyright, 2015



About this Social Media Guide

The Social Media Guide for Businesses was prepared in response to the growing trend of social media channels and the challenges they present to small business owners. The social media sites listed in this guide were researched and selected based on current popularity 1Q 2015 and by a survey conducted through out Lake Forest in February 2015. The City of Lake Forest is excited to share social media sites from local businesses in this guide. As these sites change, the City of Lake Forest will update this guide. For more information contact the Office of Economic Development at the City of Lake Forest at www.cityoflakeforest.com.

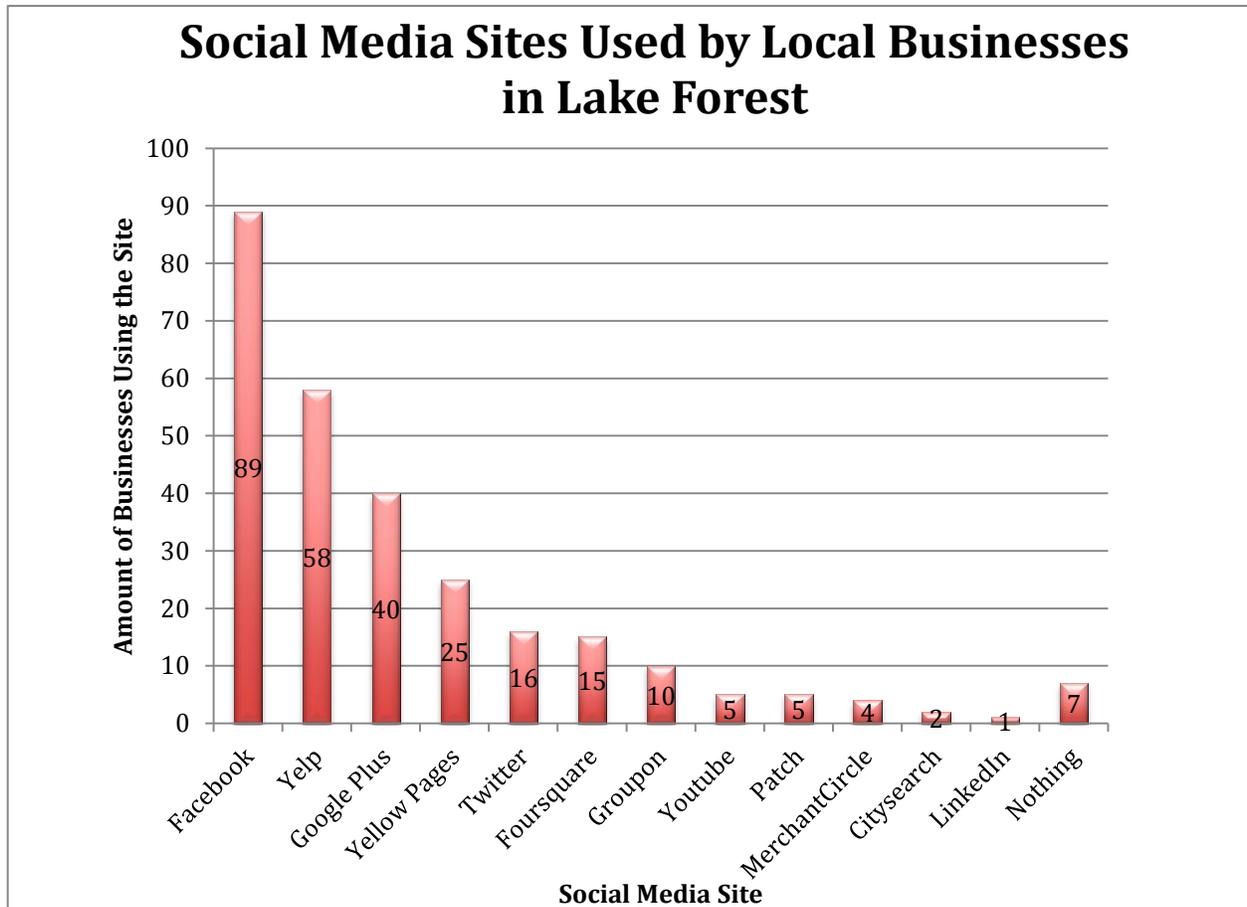


Introduction

In February 2015, The City of Lake Forest conducted a survey regarding Social Media and Businesses in Lake Forest to better understand Social Media use and perception. Results are based on responses from survey participants who own a business in Lake Forest. 116 businesses were surveyed and asked what social media they use. The results are shown below.

Results

1. Number of Businesses Using Social Media Site



2. Percent of Businesses in Lake Forest Using Social Media Site

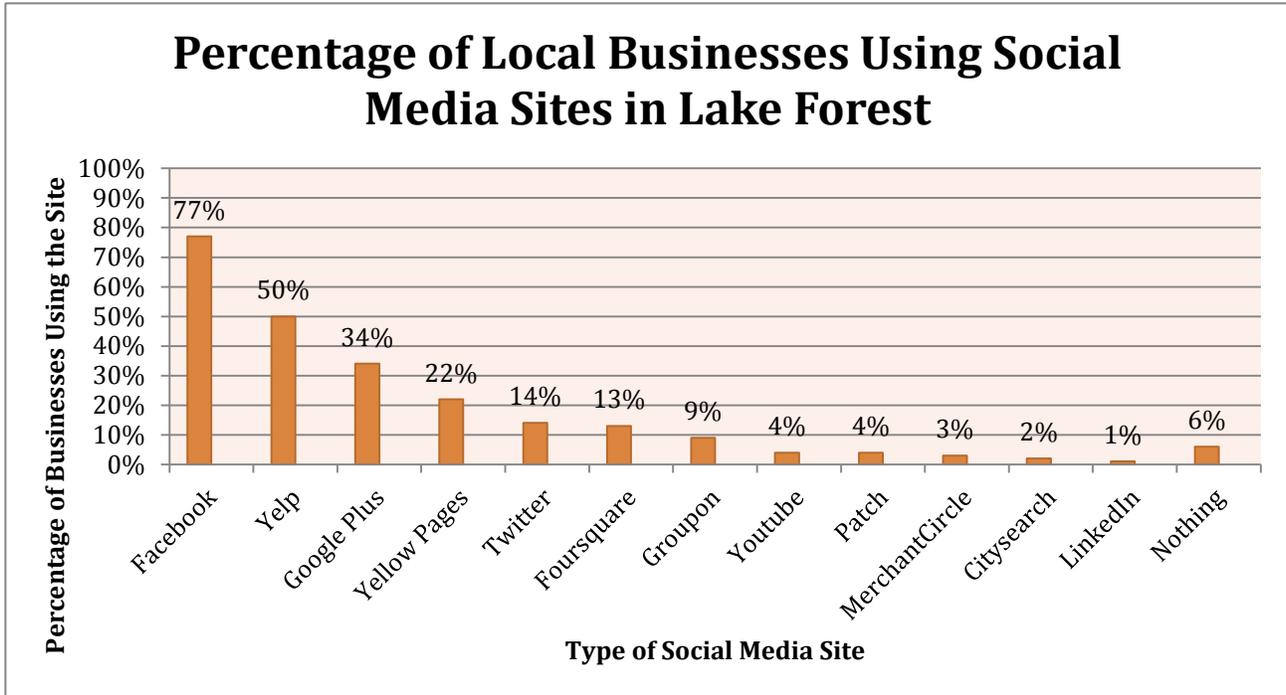


Table of Contents

Google+	6
Facebook	12
Twitter	16
LinkedIn	19
Pinterest	22
YouTube	28
Instagram	33
Yelp	38
YP.com	41
foursquare	43
Groupon	48
Amazon Local	50
Belly	53
Merchant Circle	55
Citysearch	57
GrubHub	59
Patch	61



Google+ is a social networking and identity service that is owned and operated by Google. Google My Business allows businesses to set up profiles or “pages” where they can maintain up-to-date business information on Google and build loyal customers using a Google+ page. Once your business is verified, you will be able to have your business found on Google Search, Maps and Google+ and get insights on how customers searched for your business. Google+ users also have the ability to +1 your business site and this allows people who are searching on Google to see how many other people liked your business/website.

To create a Google+ page for your business:

1. Go to <https://www.google.com/business/>
2. Click “Get on Google”



Get your business on Google for free

New – Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

Get on Google



[\(https://www.google.com/business/\)](https://www.google.com/business/)

3. You will be redirected to a page where you can sign in. If you do not have an account, please click “Create an account”
4. Fill in any necessary information

Google Sign in

Create your Google Account

One account is all you need
A single username and password gets you into everything Google.

Take it all with you
Switch between devices, and pick up wherever you left off.

Name
First Last

Choose your username
 @gmail.com
[I prefer to use my current email address](#)

Create a password

Confirm your password

Birthday
Month Day Year

Gender
I am...

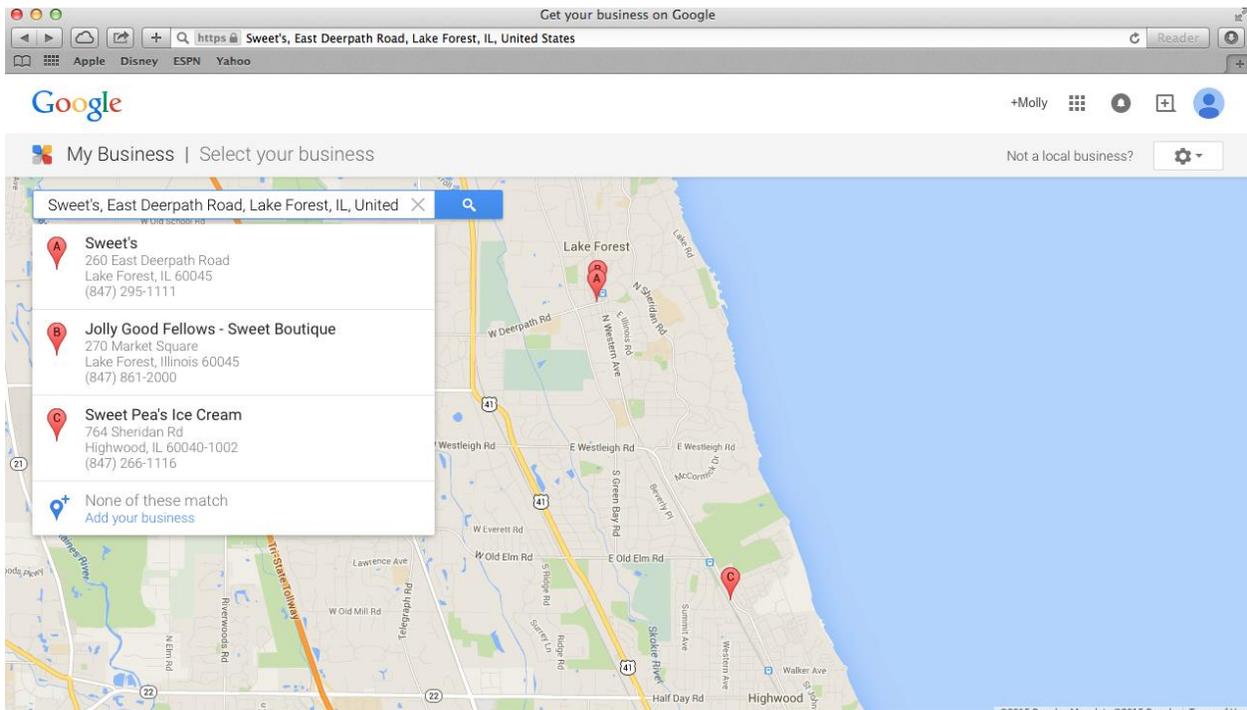
Mobile phone
 -

Your current email address

Prove you're not a robot

5. Once you enter your information, follow all the steps until you have finished the create your account process
6. Go back to <https://www.google.com/business/>

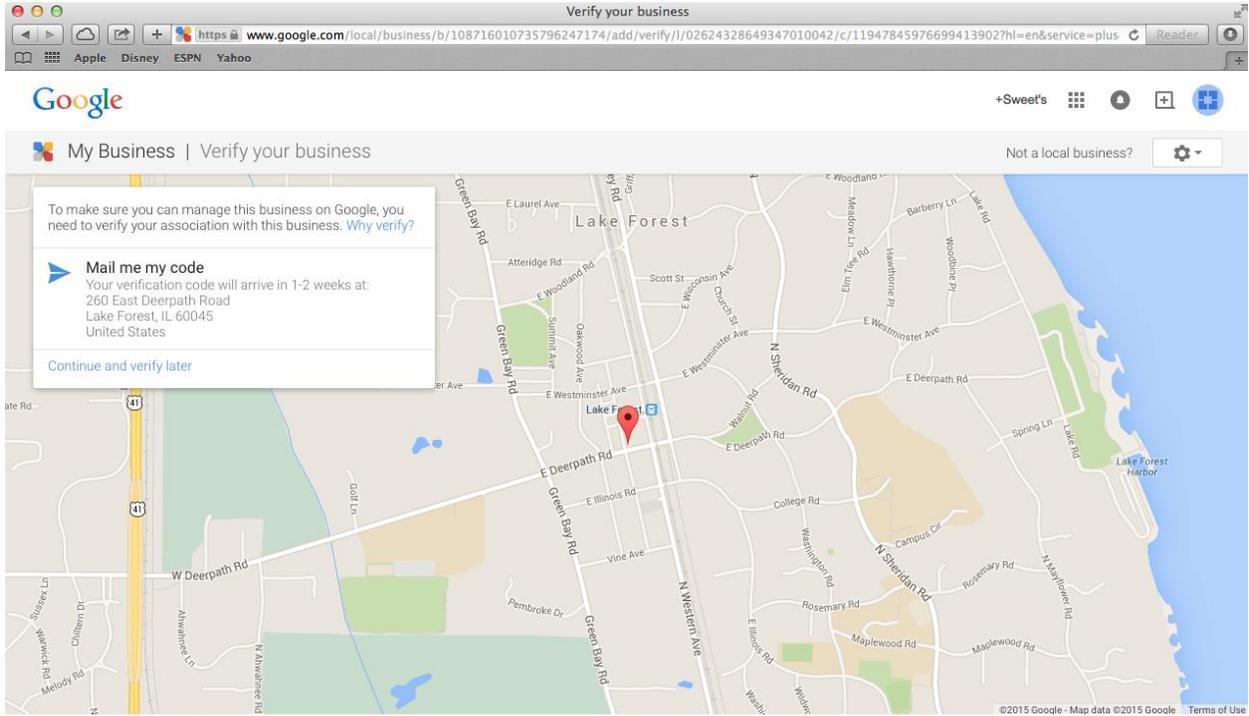
7. Type your business into the search box (example: Sweet's)



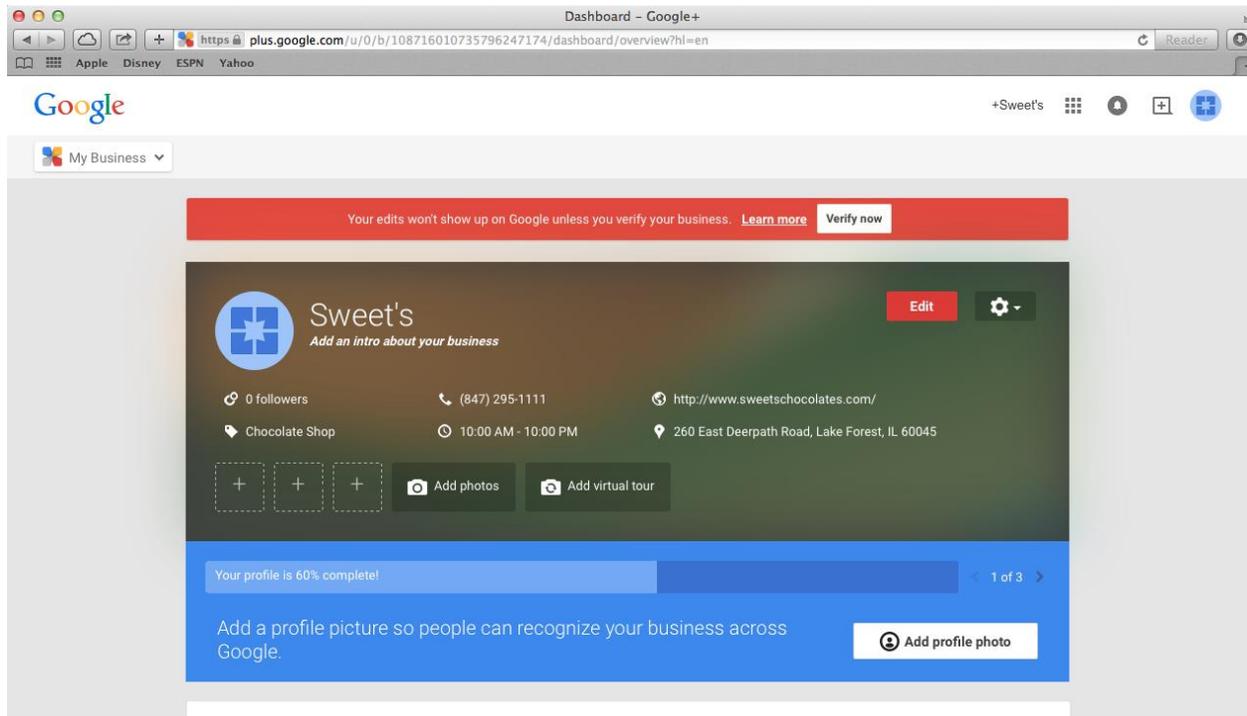
8. Select which business you wish to verify

9. If your business if already verified it will say “This listing has already been verified”

10. If your business is not already verified, you will be given the option to verify your business by mail



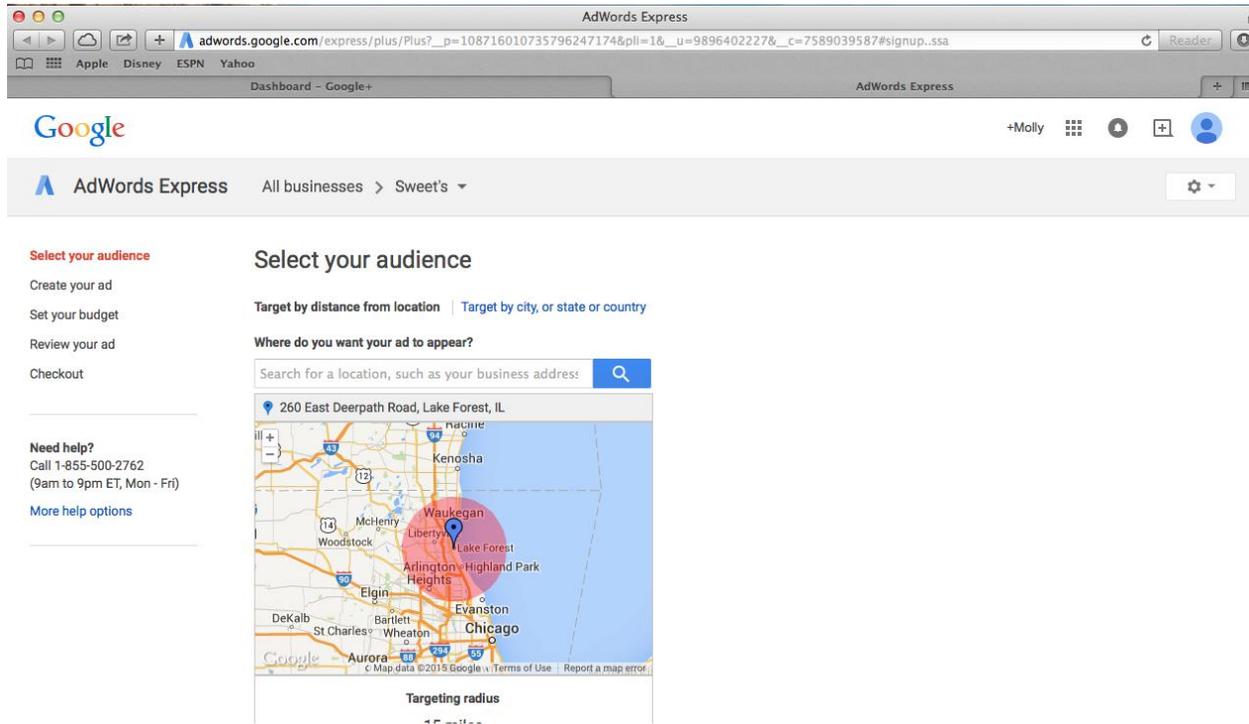
After verifying your place of business you will have the option of adding more information about your business to the listing such as photos or a description. There is also the option of creating an AdWords Express, which allows you to create an advertisement that shows up whenever potential customers are looking up your business online. You have to pay only when your advertisement is clicked. In addition to creating an AdWords Express advertisement, there is also the possibility of creating an Offer that allows customers to get a discount upon checking out. You get to determine the value of the discount.



(Example of the page where you can access AdWords Express, Offers, and edit your info)

11. AdWords Express can be found by scrolling down to the middle of the page and clicking “Get Started”

12. You will be redirected to a page where you can fill out any necessary information



(Example of AdWords Express)

facebook

A business can use Facebook to create a page for their business where they can provide their contact information, store hours, pictures of the store and merchandise, and much more. Facebook for business enables the owner to identify their audience, create compelling content, and advertise. Owners can use Facebook Ads to send messages to targeted audiences at a time when they are most open for discovery. Facebook is an important social media network as there are 864 million daily active users and 30 million active Small Business pages.

To create a page for your business on Facebook:

1. Go to <https://www.facebook.com/facebookforbusiness>
2. In the upper right hand corner click “Create Page”

Facebook for Business

Get Started Solutions Success Stories Get Help News Search

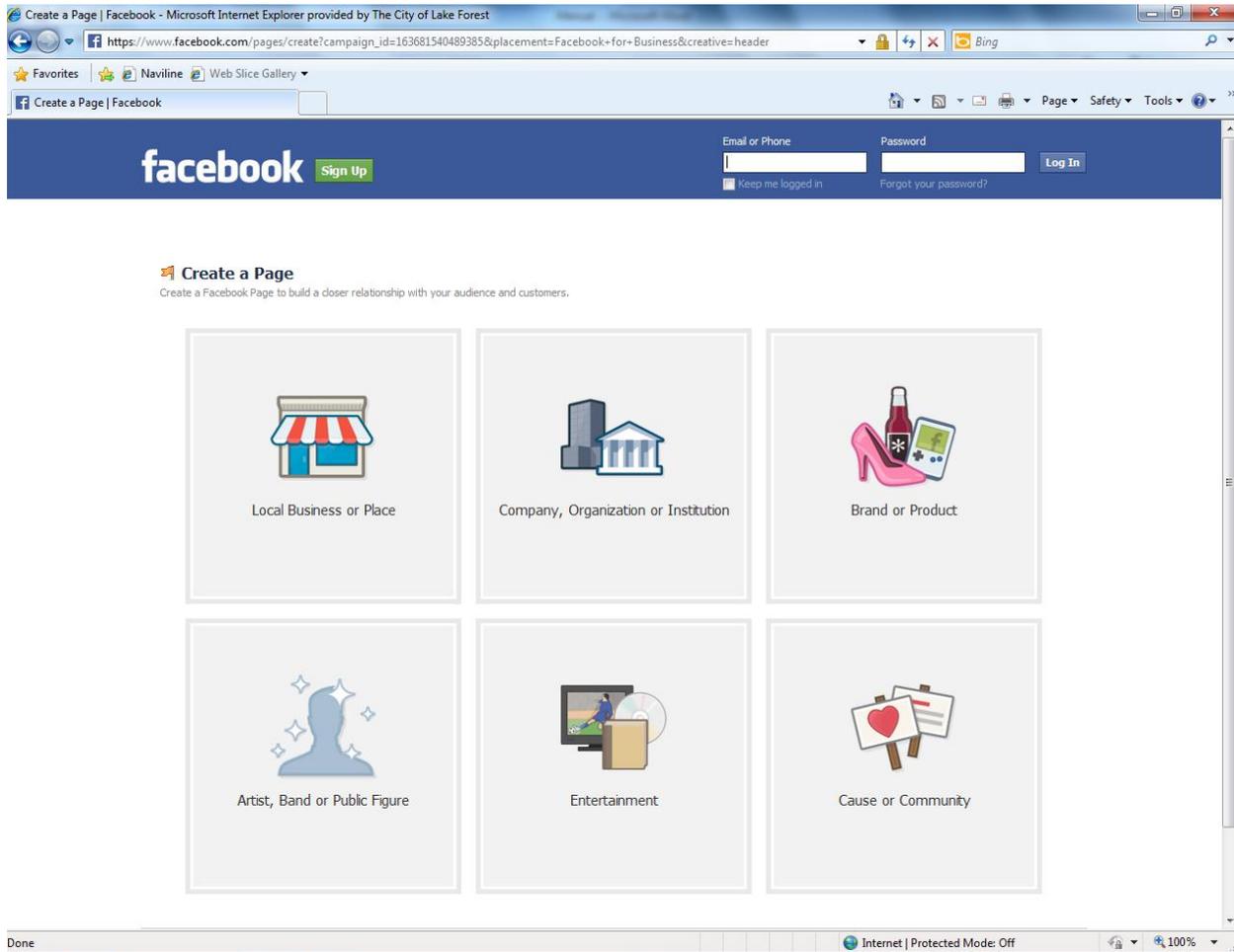
Meet the people who'll love your business

Find new customers. Increase sales.
Facebook can help you meet your business goals.

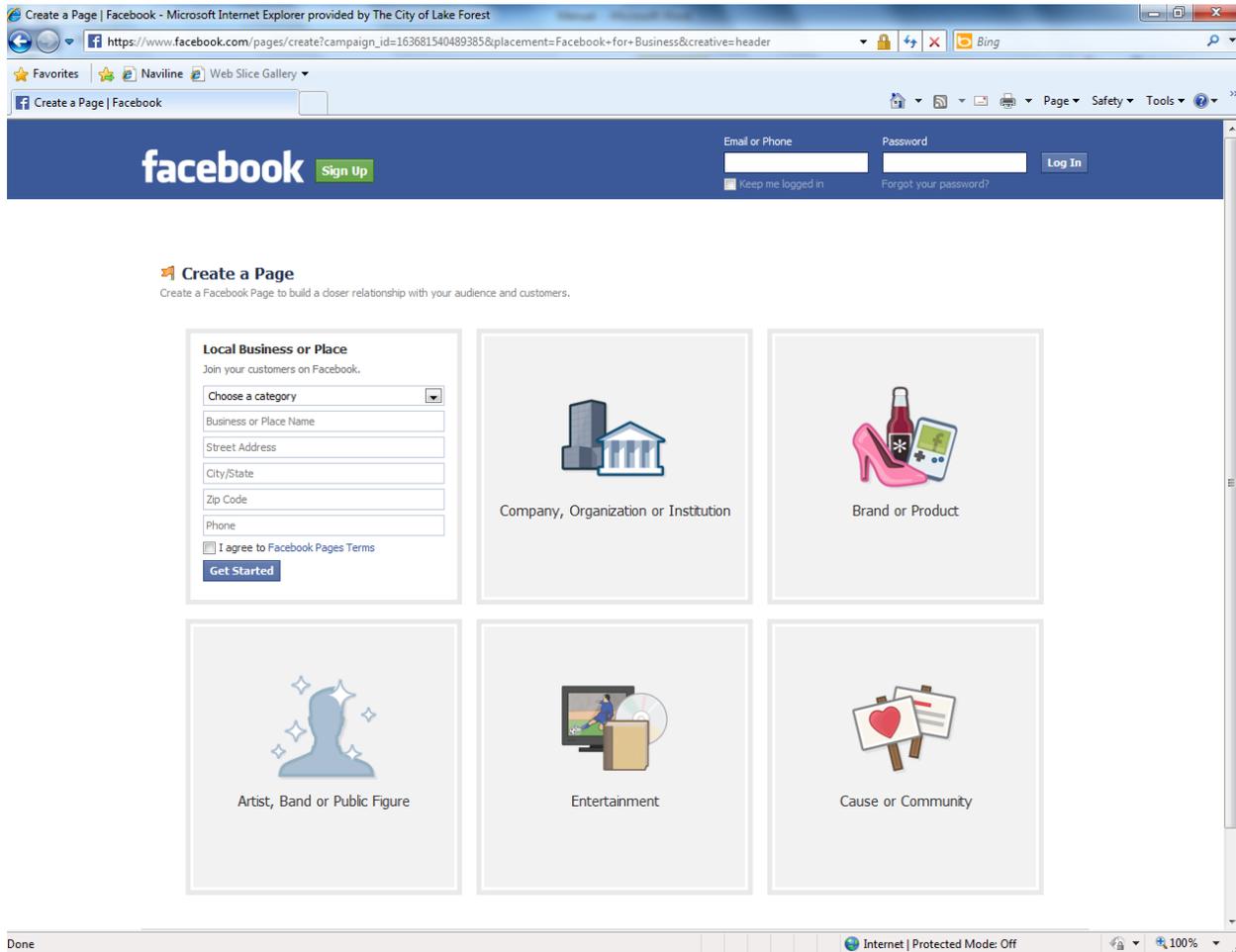
Create an Ad
or Get Help

All the right people On desktop and mobile More efficiently

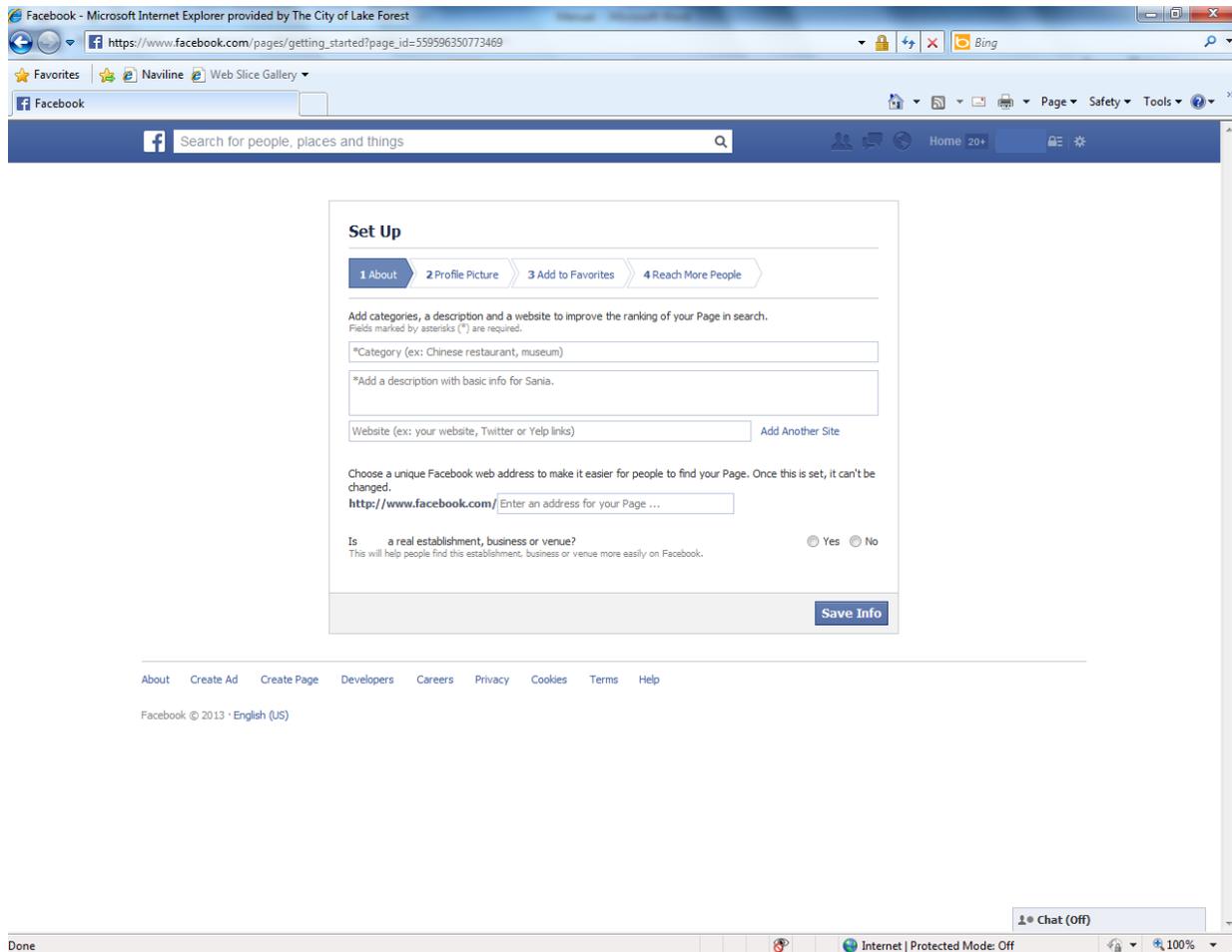
3. Select the category your business falls into



4. Begin filling in the basic information



5. After filling in the information you can continue to add more specific information, links, and further customize your page



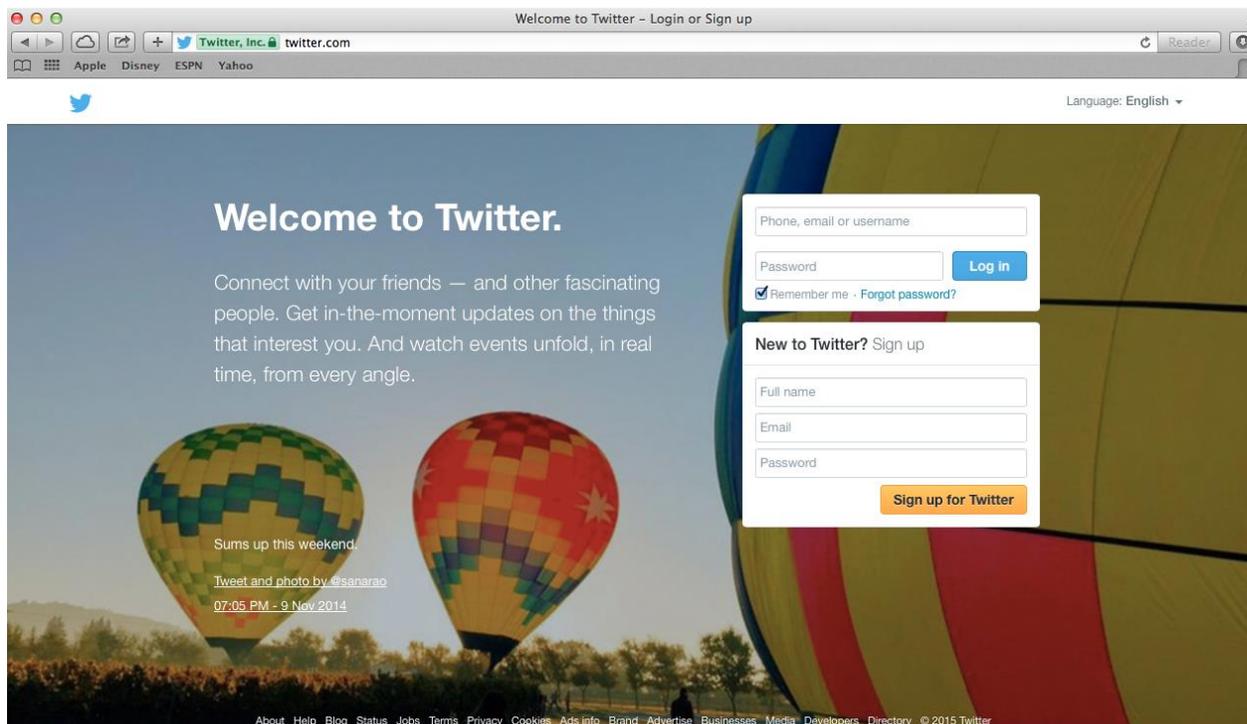
6. When you finish filling out the steps, you will be redirected to your new business page. Here you can personalize it and add as much information as you want

twitter

Twitter is a real-time online social networking service that allows users to send and read short 140-character messages called “tweets”. Businesses use Twitter to share information about their services and build relationships with customers, partners and influencers. It is also a great way to quickly provide customer service. Twitter offers the option of purchasing advertisements to target specific customers who would be interested in your products. There are over 288 million monthly active users on Twitter with 500 million Tweets being sent out every day. Over 90% of Twitter users say they follow businesses on Twitter to get discounts and promos and 85% say they feel more connected to a SMB after they begin following them.

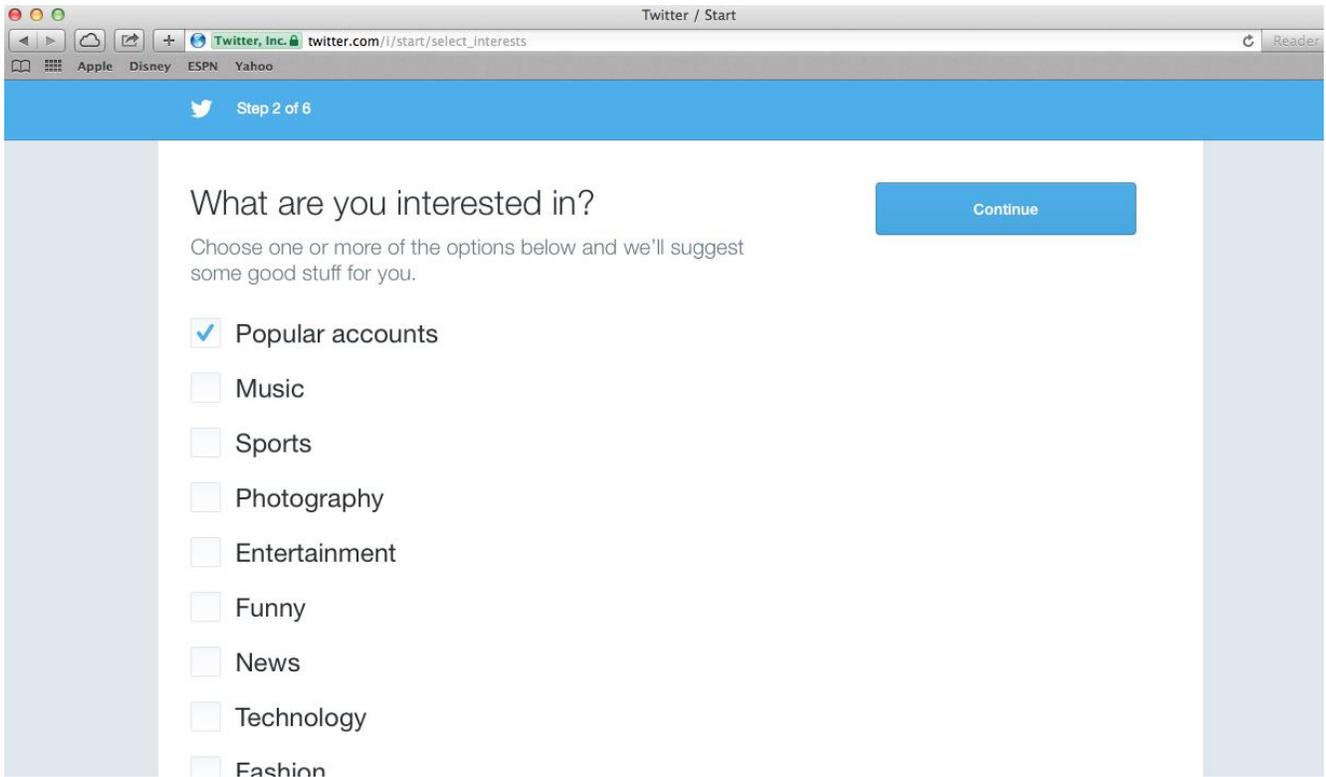
To create a free twitter account for your business:

1. Go to <https://twitter.com>
2. Enter your business name, email address associated with the business, and create a password

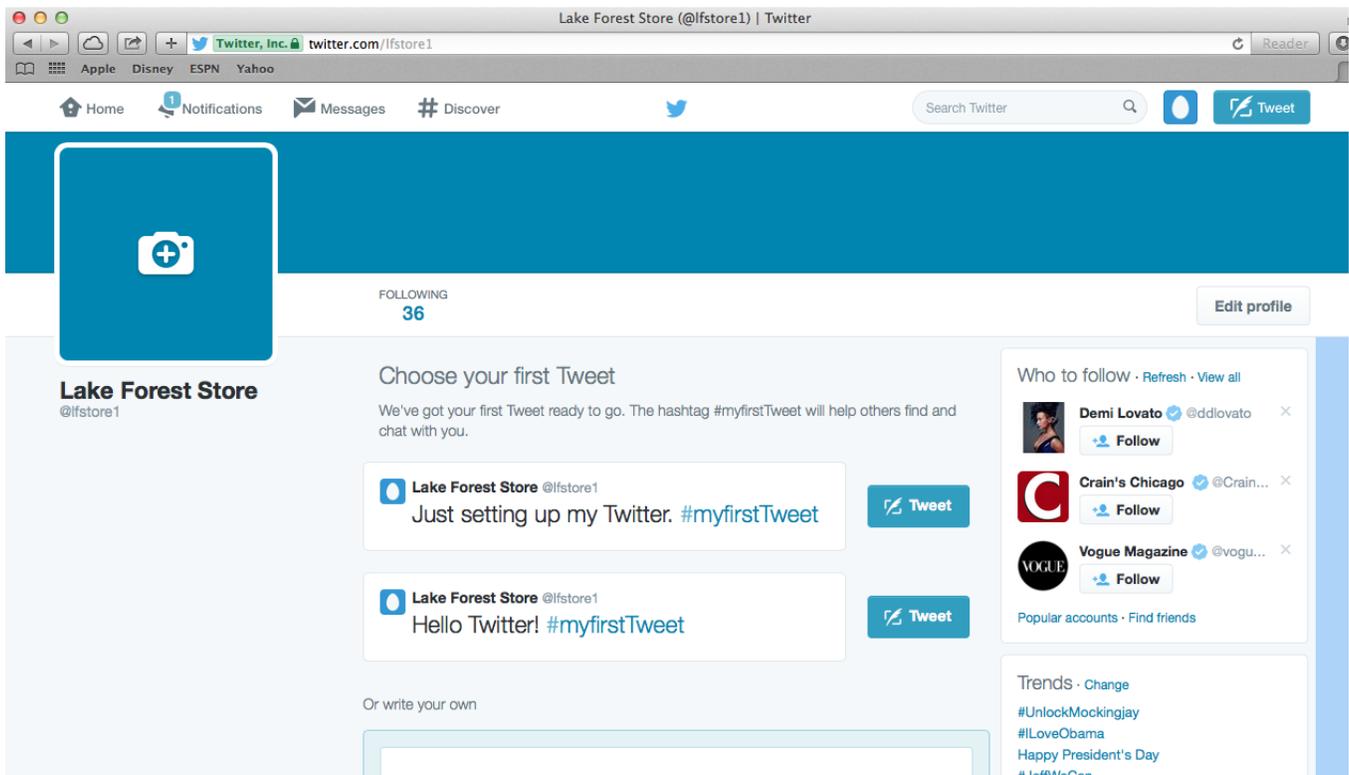


<https://www.twitter.com>

3. Twitter will lead you through a startup process
4. Go through the steps and enter your desired information



5. Once finished, you will be redirected to your homepage where you can go to your account and start sending out tweets



If you want more information about Twitter and its relationship with Small Businesses, you can go to <https://business.twitter.com> where you can access many free resources such as a Small Business Guide to Twitter. This guide has the tools needed to help drive your business forward.



LinkedIn is a business-orientated social networking service that allows users to connect with professionals around the world. Users gain access to people, jobs, news, updates, and insights that help them be great at what they do. LinkedIn is the world's largest professional network with over 300 million members and 187 million monthly active users. There are over 3 million Small Business pages on LinkedIn. Additionally, LinkedIn has its own Small Business website where users can find free resources to help build their brand and attract new business. These resources can be found by going to: <https://smallbusiness.linkedin.com>

To begin the process to get your business on LinkedIn:

1. Go to <https://www.linkedin.com>
2. Enter in your name, email address and password and then click "Join now"

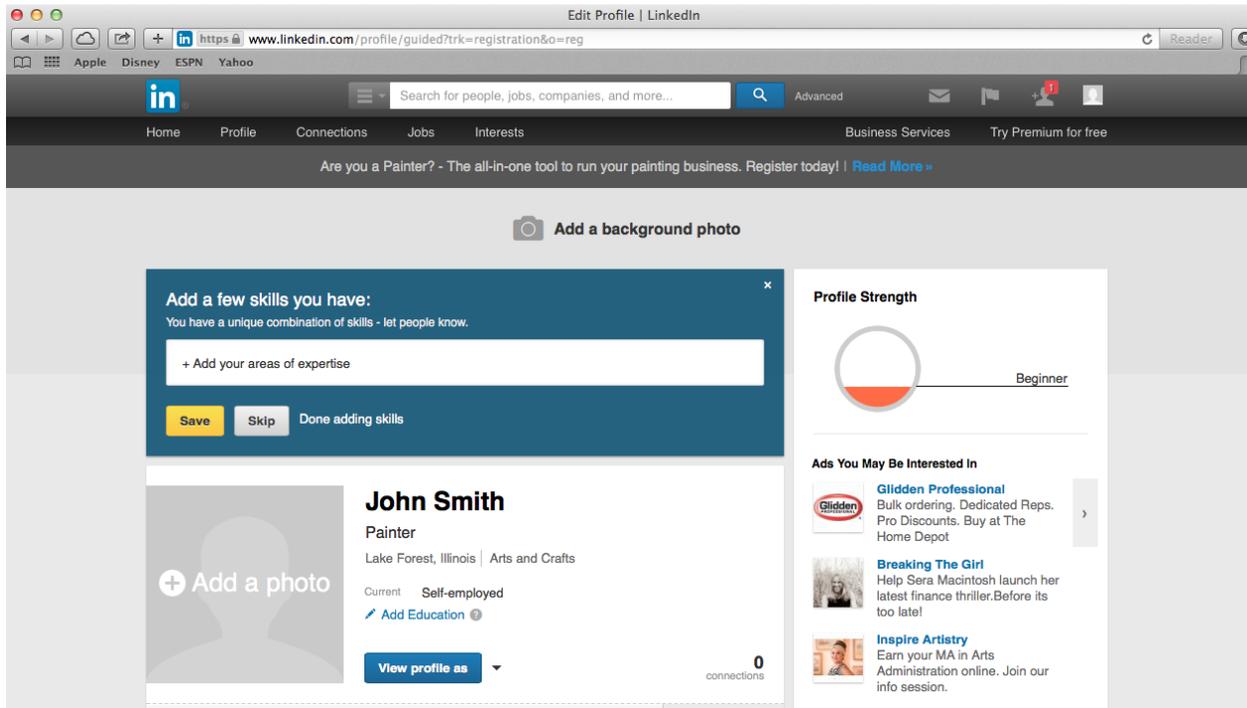
A screenshot of the LinkedIn website's registration page. At the top, there is a navigation bar with the LinkedIn logo and a "Sign In" button. Below the navigation bar, the main heading reads "Be great at what you do." To the left of the registration form is a grid of six diverse professional headshots. To the right, the text "Get started - it's free." is followed by "Registration takes less than 2 minutes." Below this are input fields for "First name", "Last name", "Email address", and "Password (6 or more characters)". A yellow "Join now" button is positioned below the password field. At the bottom of the registration section, there is a link to the "User Agreement, Privacy Policy and Cookie Policy". Below the registration form is a search bar labeled "Find a colleague:" with input fields for "First name" and "Last name", and a "Search" button. At the very bottom, there is a link to the "LinkedIn member directory" and a link to "Browse members by country".

<https://www.linkedin.com>

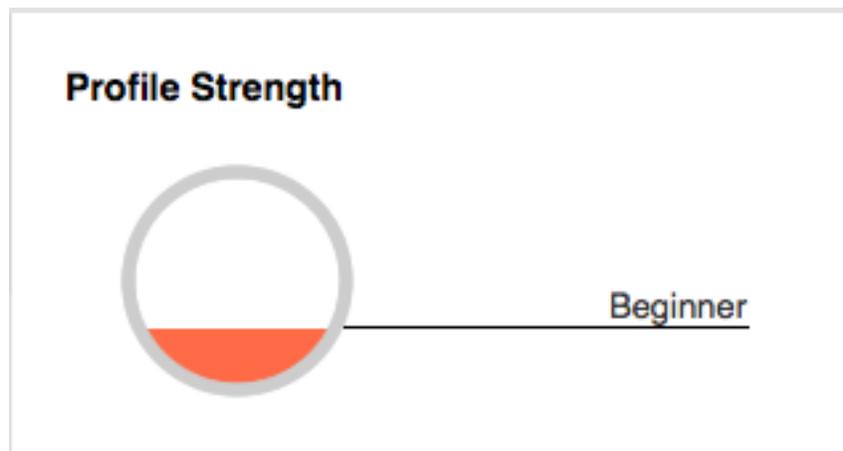
3. There are 8 steps in creating your professional profile. The first step requires that you enter in your Country, ZIP code, Status, Job title, and Company. Click “Create my profile” when finished

4. For step 2, you are given the option of adding your email address to import your address book to suggest connections and manage your contacts. You can then select people you know and connect with them. Most of the steps are optional and are not required. Simply click “Skip” if you do not want to complete each step

5. You will then be redirected to your profile page where you can fill out any necessary information about yourself. Add Photos, Education, Summary, and Skills



6. The more information you fill out on your page the better, as it strengthens your profile. You want your Profile Strength to be as high as possible

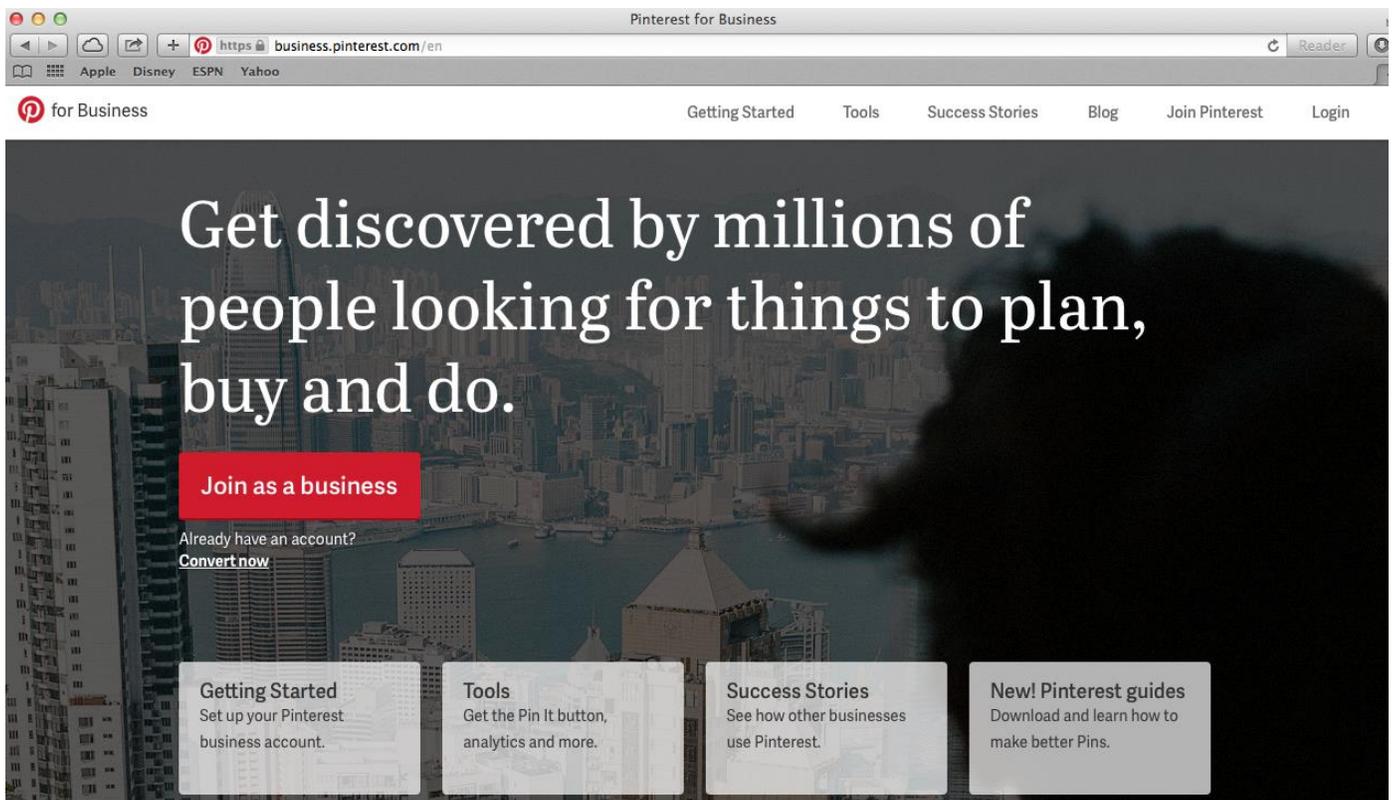


Pinterest

Pinterest is a free website where small businesses can spread the word about new products and engage customers in visual conversations. Owners can set up a Pinterest business account where they can upload, save, sort, and manage images—known as pins—and other media content through collections known as pinboards. The Pinterest for Business website offers many useful tools and guides that are free of charge. In the past 6 months, Pinterest has gained 111% more active users (40 million monthly users and 70 million+ total users). It generates 4x more revenue (per click) than Twitter and 27% more per click than Facebook.

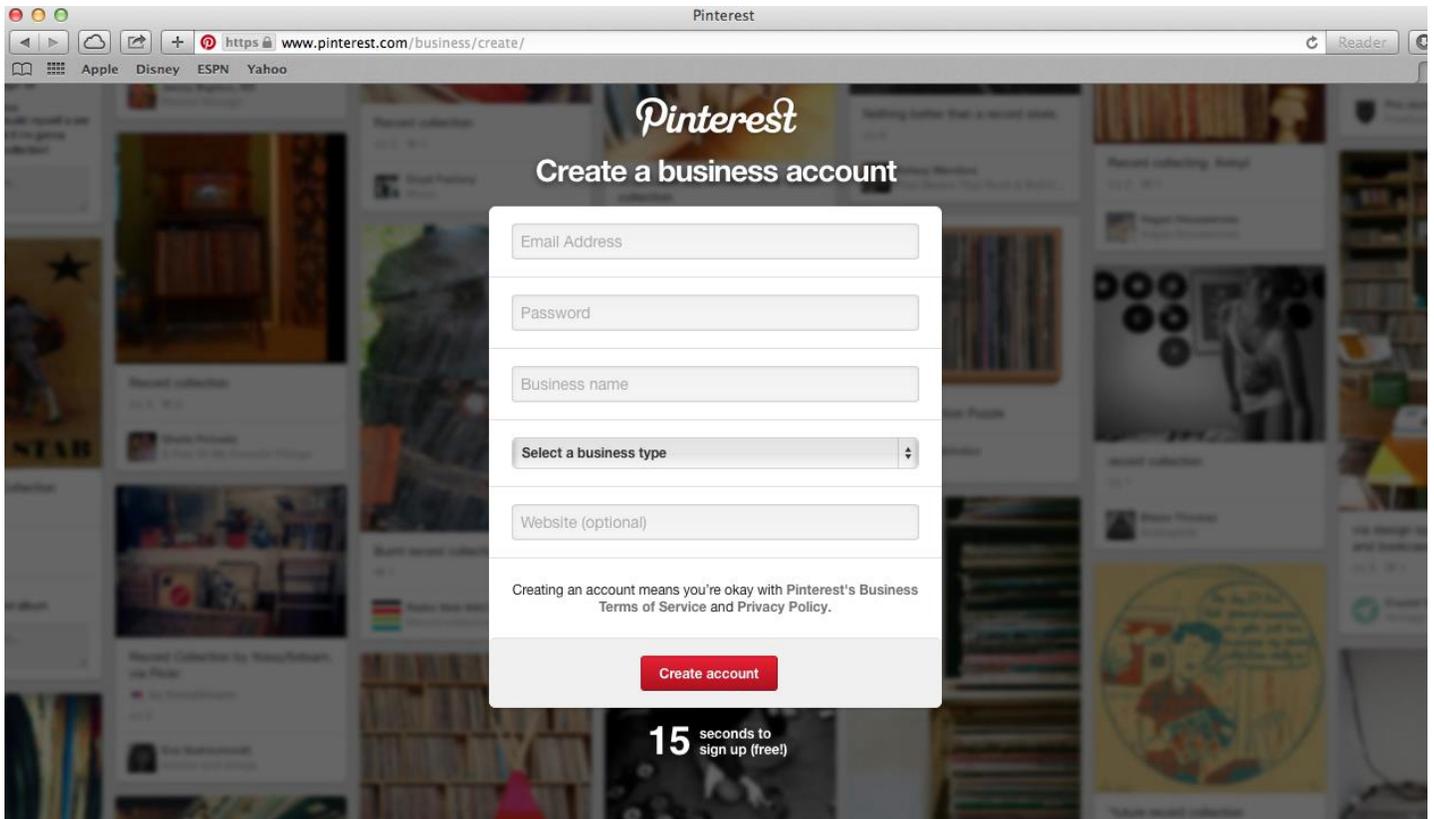
To create a page for your business on Pinterest:

1. Go to <https://www.business.pinterest.com>
2. On the middle left side of the page, click the red “Join as a business”



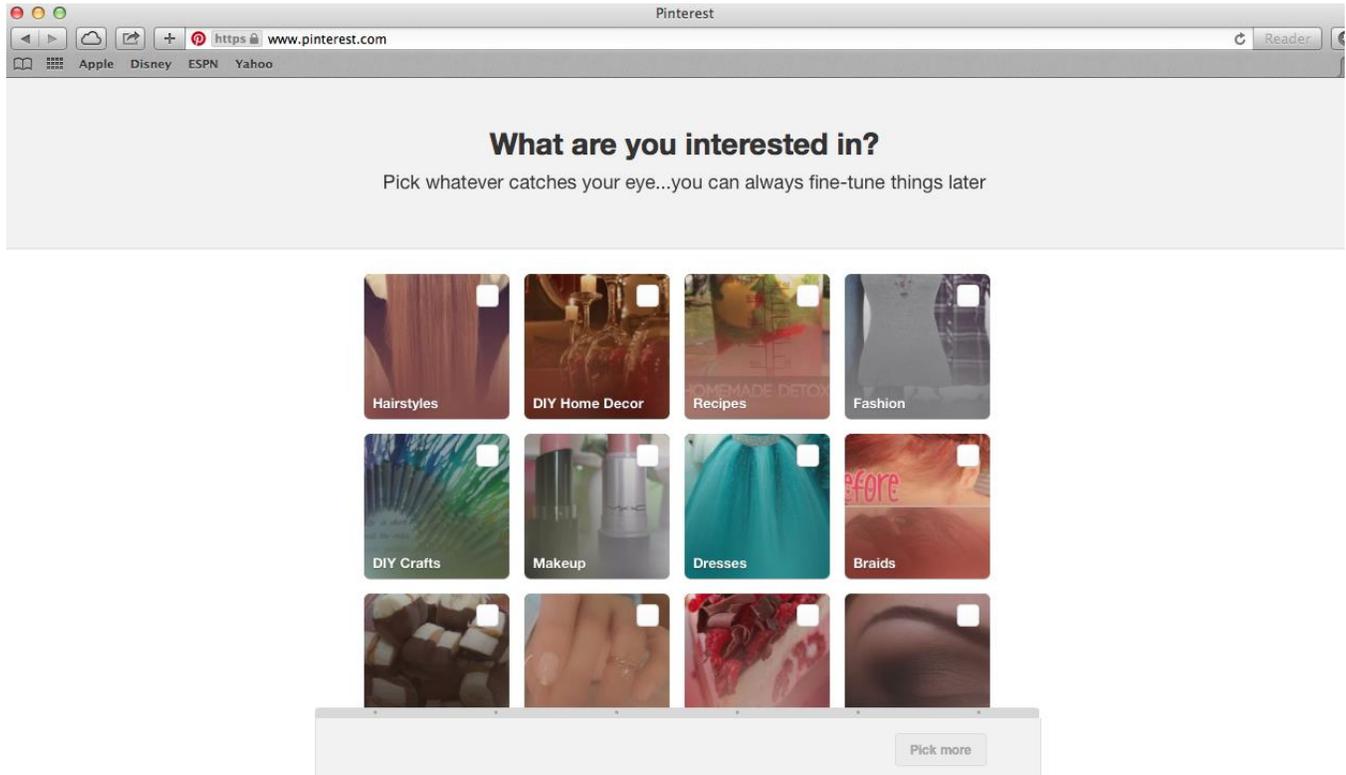
<https://www.business.pinterest.com>

3. Pinterest will redirect you to their “Create a business account” page
4. Enter your Email Address, Password, Business name, Business type, and website (optional)

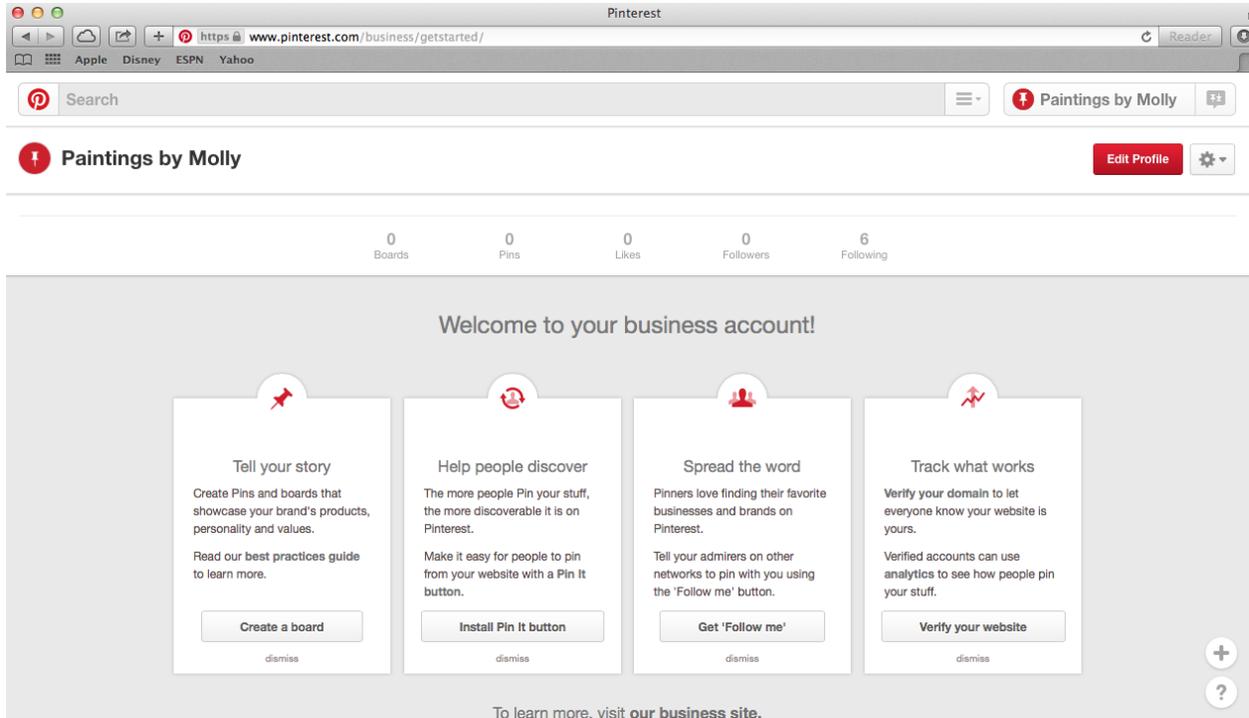


[\(https://www.pinterest.com/business/create/\)](https://www.pinterest.com/business/create/)

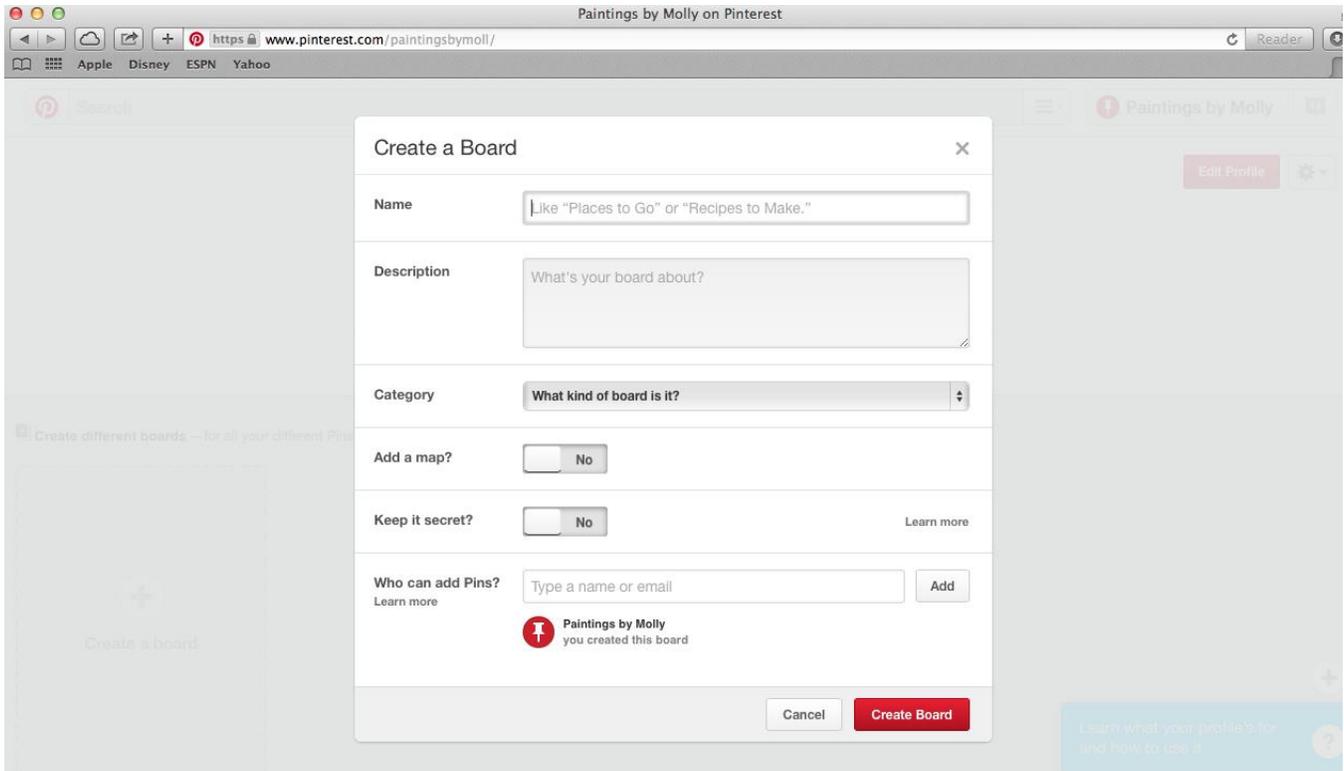
5. Pinterest will lead you through a startup process:



6. Once completed, you will be redirected to your account page where you can tell your story, help people discover, spread the word, and track what works
7. Click on “create a board” to get started



8. You will be redirected to a page where you will be asked to fill in a name, description, and category about your new board. It's important to use keywords in your description



9. Once finished, click "Create Board" and then "Add Pin" from either the web or your device to upload and share

10. Below is the finished product! Repeat the above steps to make more pins to add to your board

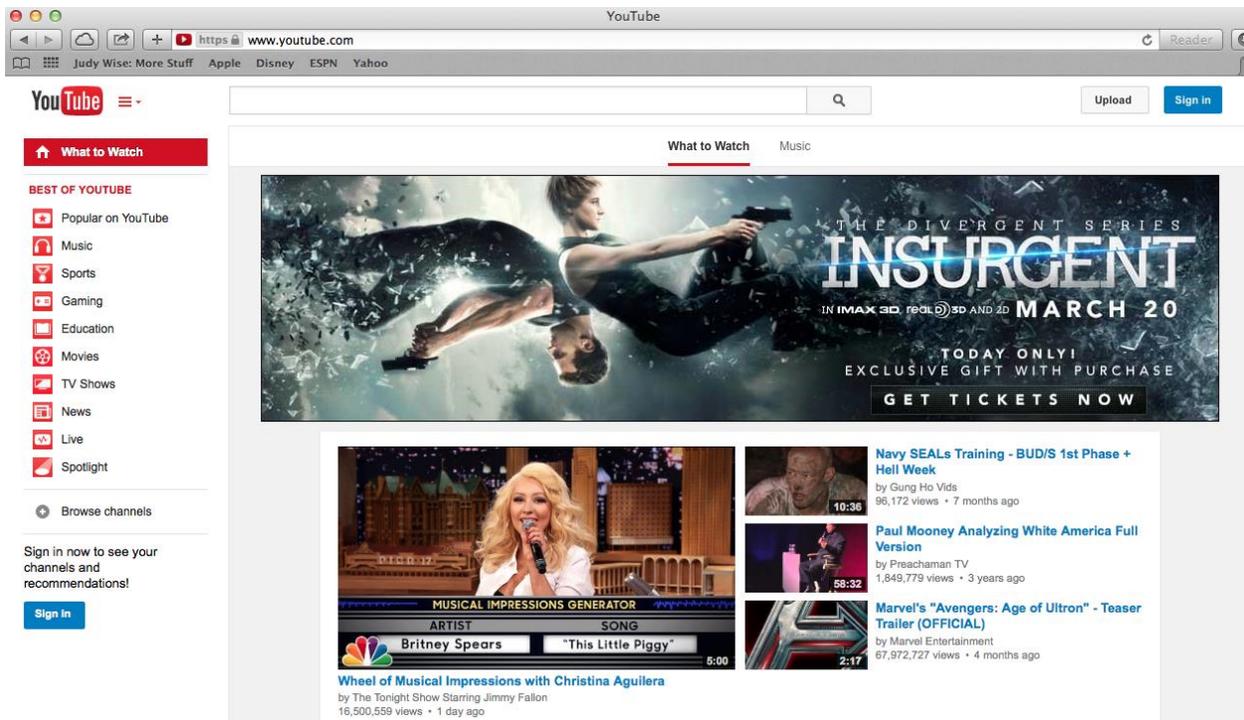




YouTube is a video-sharing website that allows billions of people to discover, watch and share originally created content. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original creators and advertisers. There are over 1 billion total users and 100 hours of video is uploaded every minute. 50% of users watch business related videos on YouTube once a week, which makes it a beneficial platform to use in expanding your business.

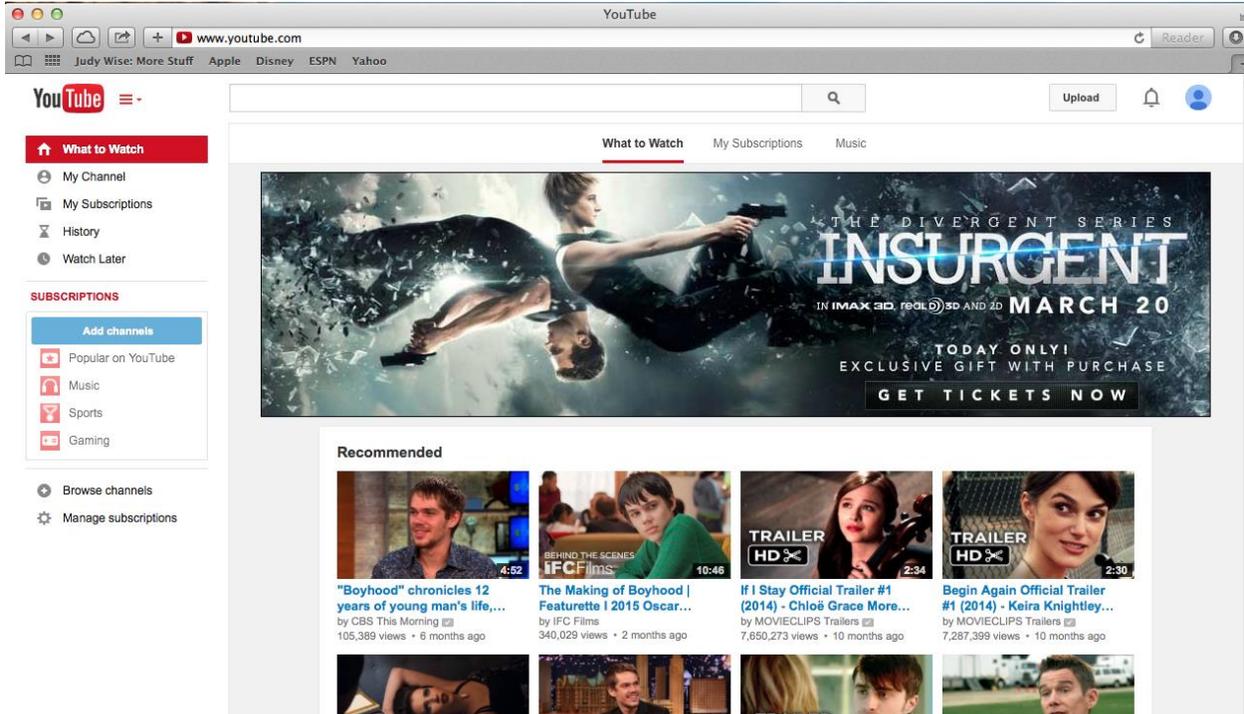
To create a YouTube account for your business:

1. Go to <https://www.youtube.com>
2. In the upper right hand corner, click "Sign In." Your YouTube account is linked with your Google+ account so either sign in to your account or create a Google+ account

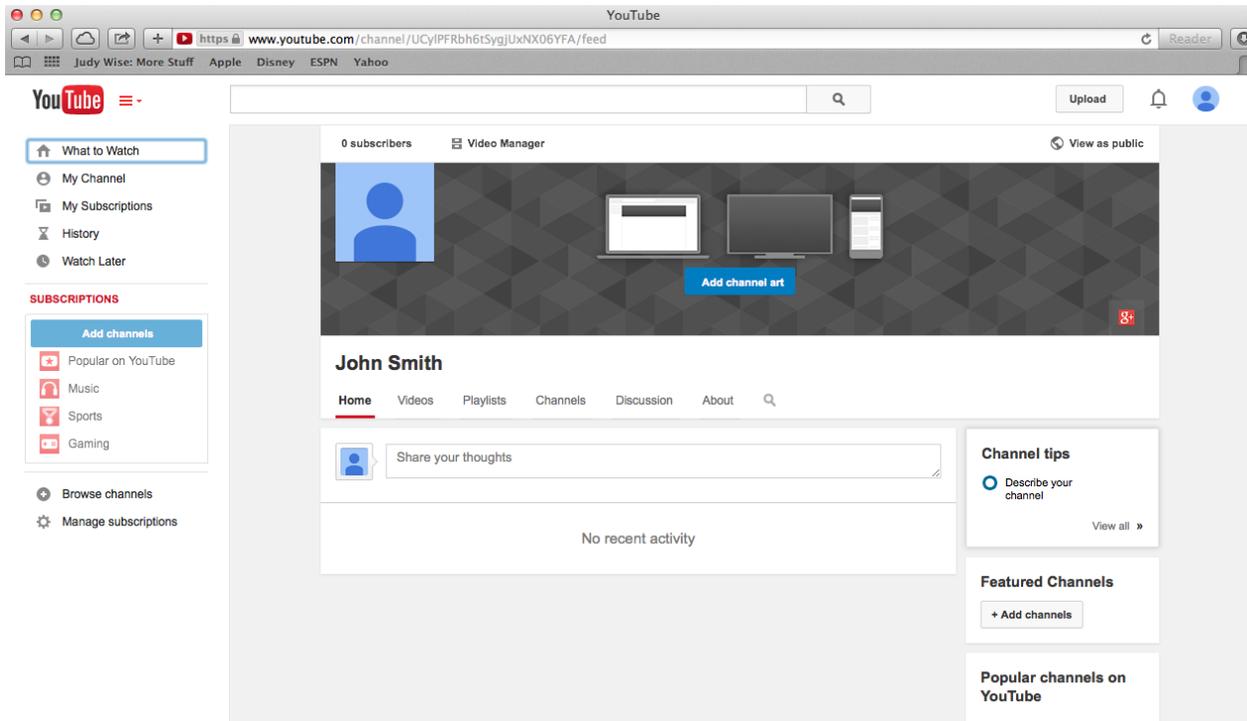


<https://www.youtube.com>

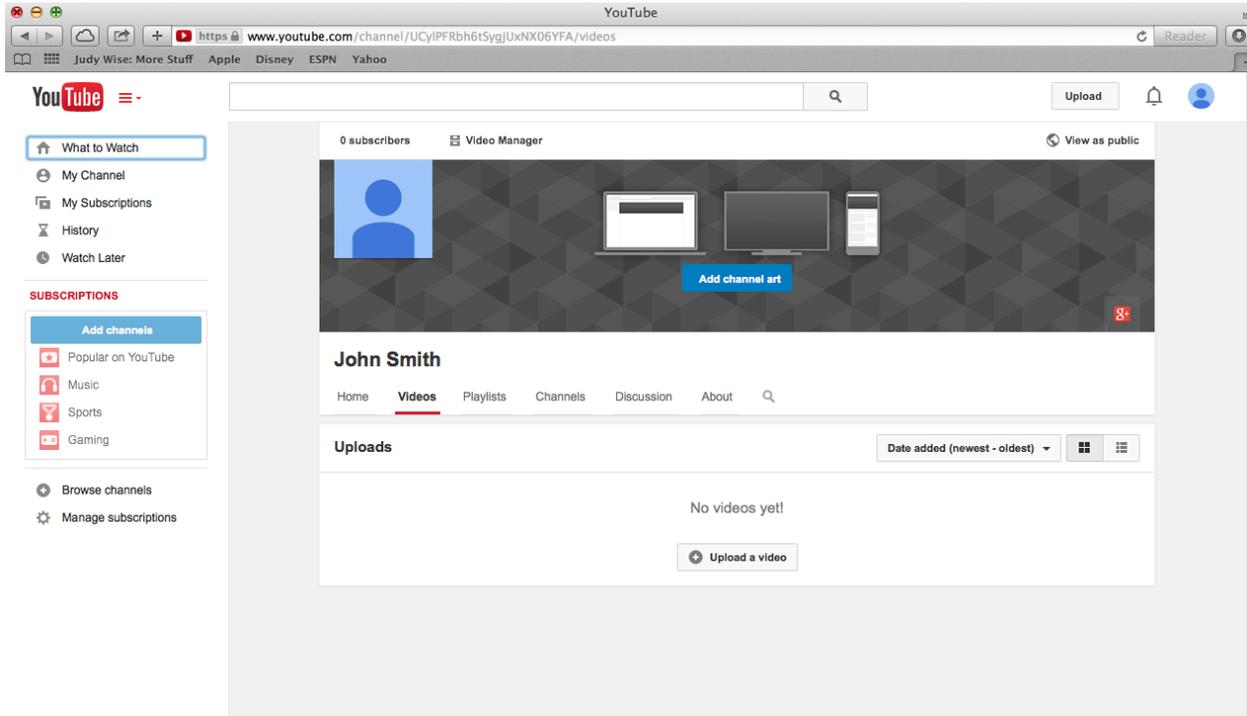
- Once you have signed in, you will be brought back to the homepage. In the upper left hand corner, click “My Channel”



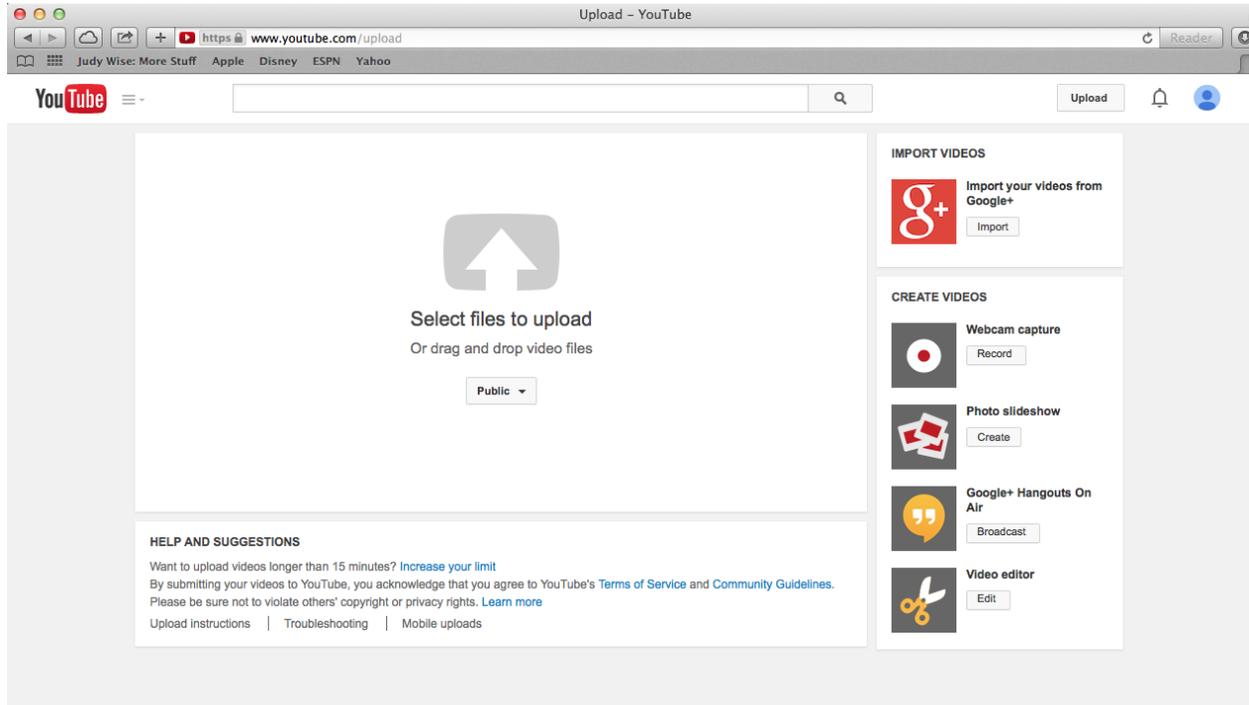
4. You will be redirected to your YouTube channel where you can upload videos, create playlists, share your thoughts, add photos, descriptions and an email for business inquiries



5. To upload a video, go to “videos” and click “upload a video”



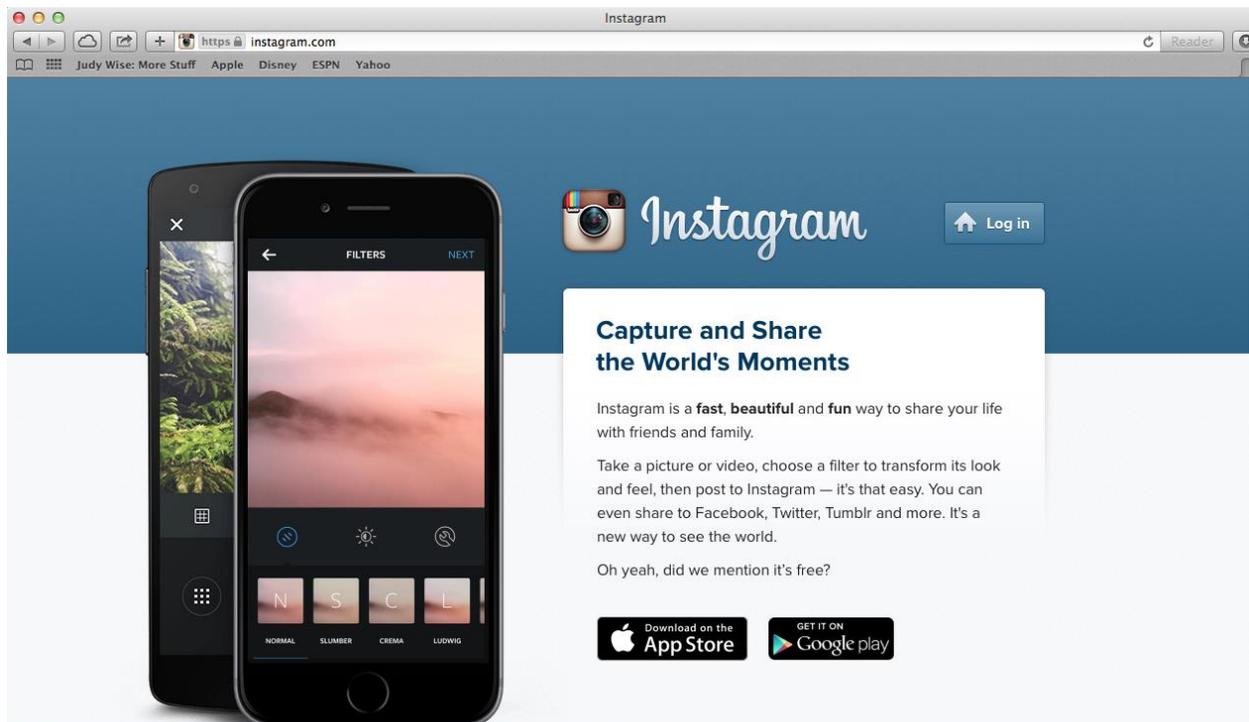
6. Simply select a file to upload
7. While your video is uploading, you can add a title, description, tags, and a message





Instagram

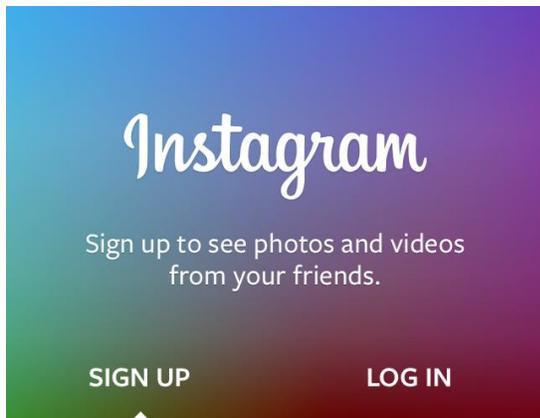
Instagram is an online mobile photo-sharing, video-sharing and social networking service that allows users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr. Instagram has over 300 million active users with a 50% growth in the past nine months. Over 70 million photos are uploaded every day. Although Instagram has a website that can be accessed via computer, users must first sign up through the mobile app.



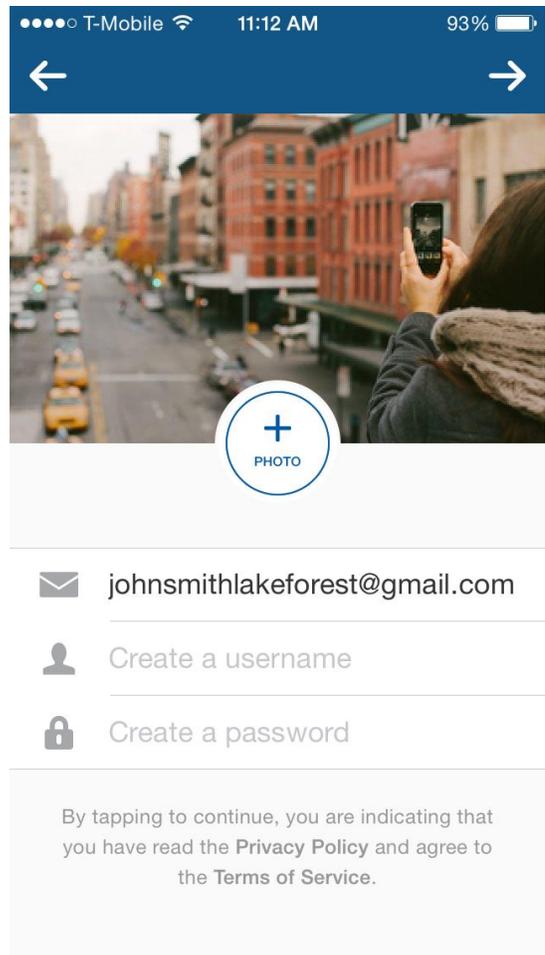
<https://instagram.com>

To create a free Instagram account for your business:

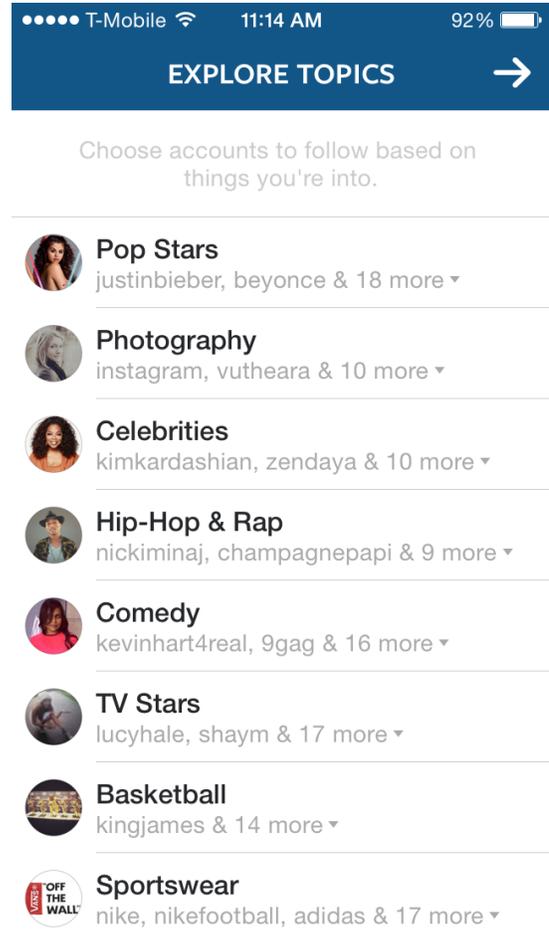
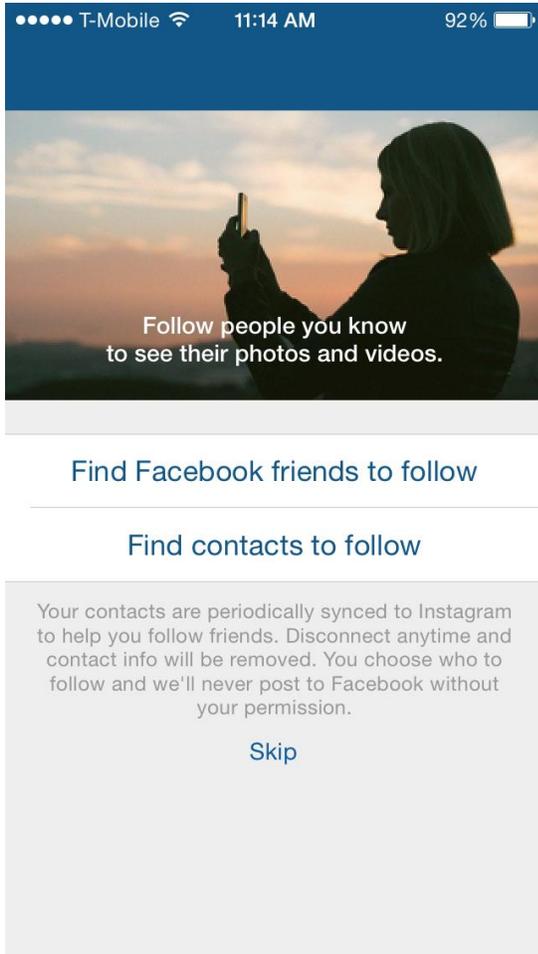
1. Download the Instagram app to your smartphone or tablet
2. Once downloaded, click “Sign up.” Enter your email or log in with Facebook
3. Create a username and password. You will be given the option to add your full name and phone number



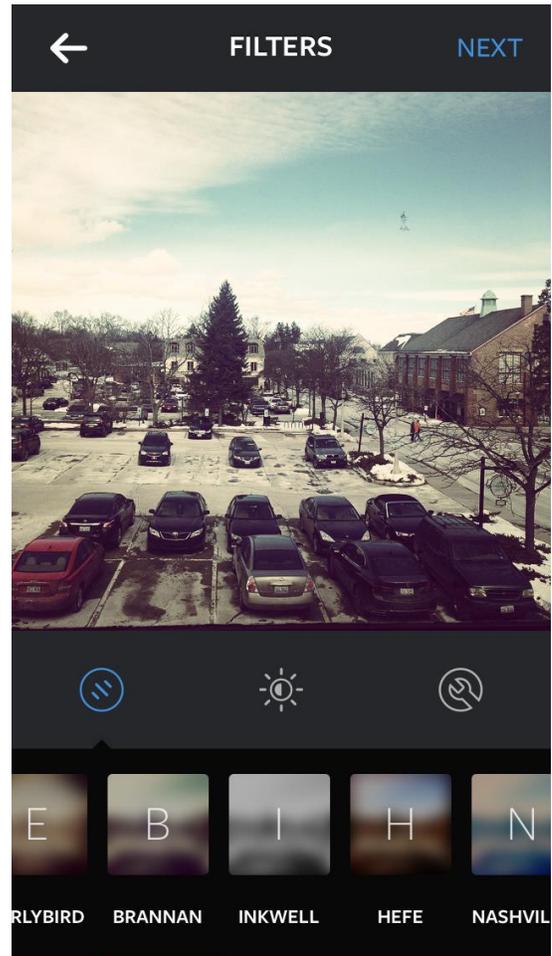
Enter your email
OR
 Log In with Facebook



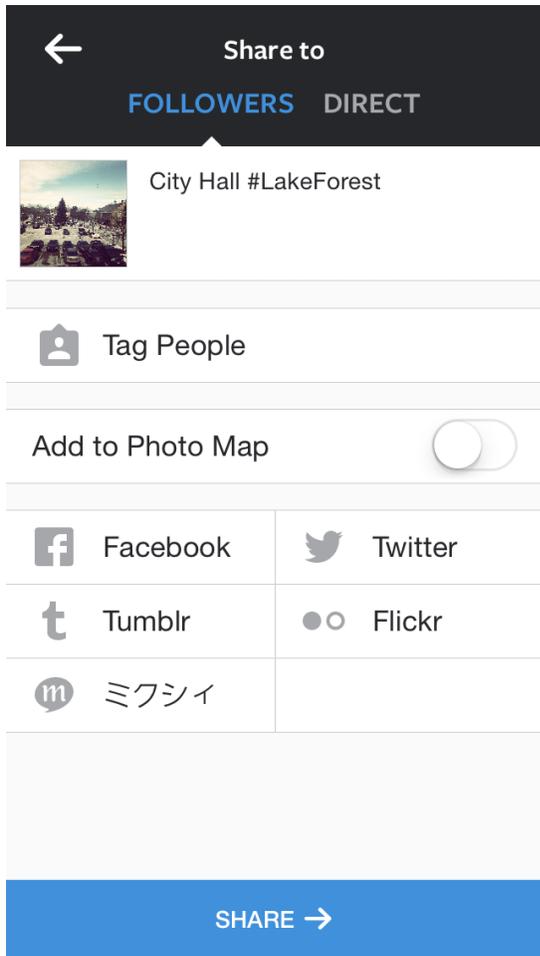
4. You can find people to follow either through Facebook or your contacts. Neither is required to make an account
5. You can also explore topics to find more accounts to follow based on your interests



6. Once you have found people to follow, you will be taken to your account page where you can edit your profile and add photos and any necessary information
7. To add a photo, simply tap on the camera. A photo can be added either with the camera or from your personal photo gallery
8. Once you have selected a photo, you can add filters. Click next when you are finished

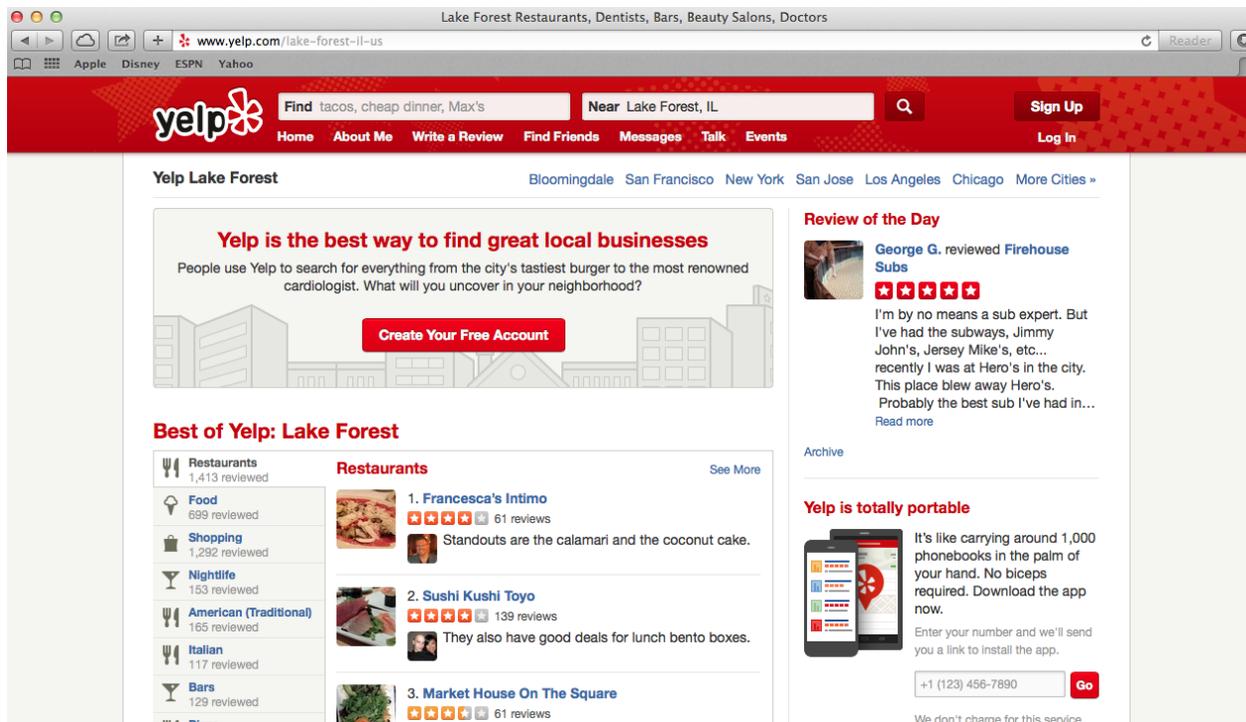


9. You can write a caption, add hashtags, a location, tag people, and share on various social media platforms. Adding a hashtag will allow users to find your photo when they search





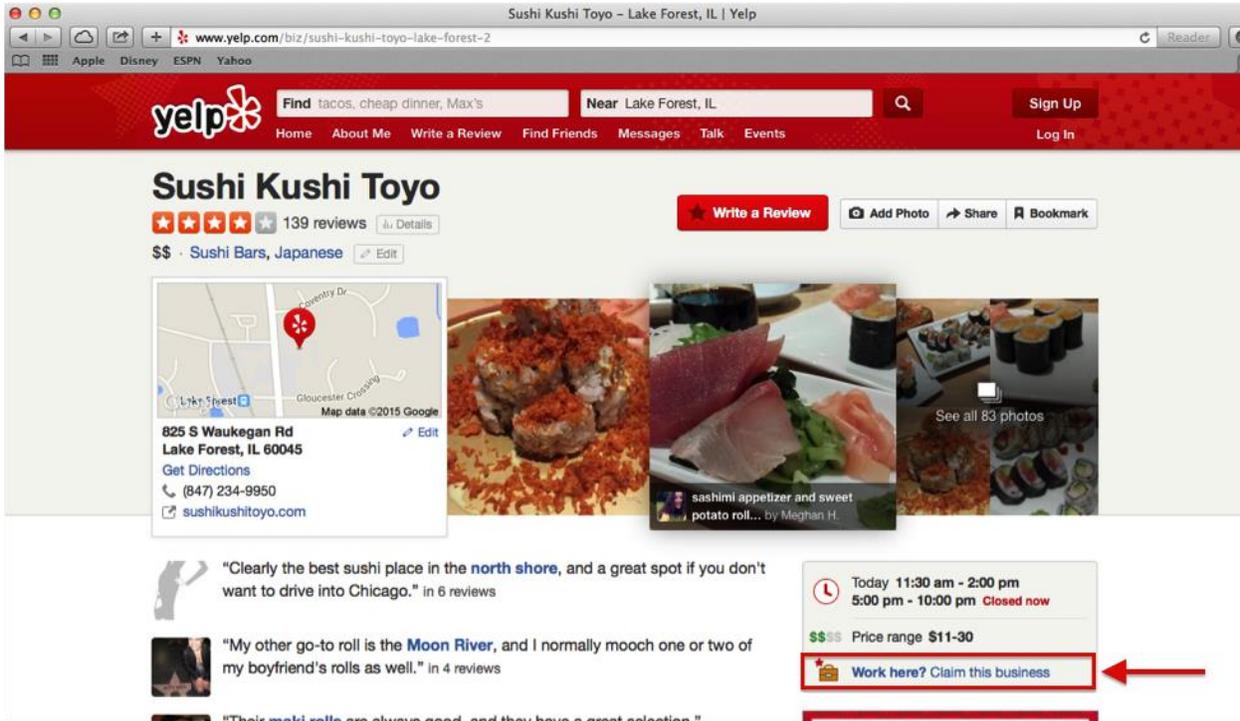
Yelp is a crowd-sourced local business review and social networking site that helps users find places to eat, shop, drink, relax, and play. The website has pages devoted to individual locations where Yelp users can submit a review on their products or services using a one to five star rating. Business owners can set up a free account where they can update their contact information, hours and other listing information. Businesses can also purchase ads that offer targeted advertising to increase a business' exposure on relevant searches and nearby business pages. Over 135 million people visit Yelp each month and over 71 million local reviews have been written.



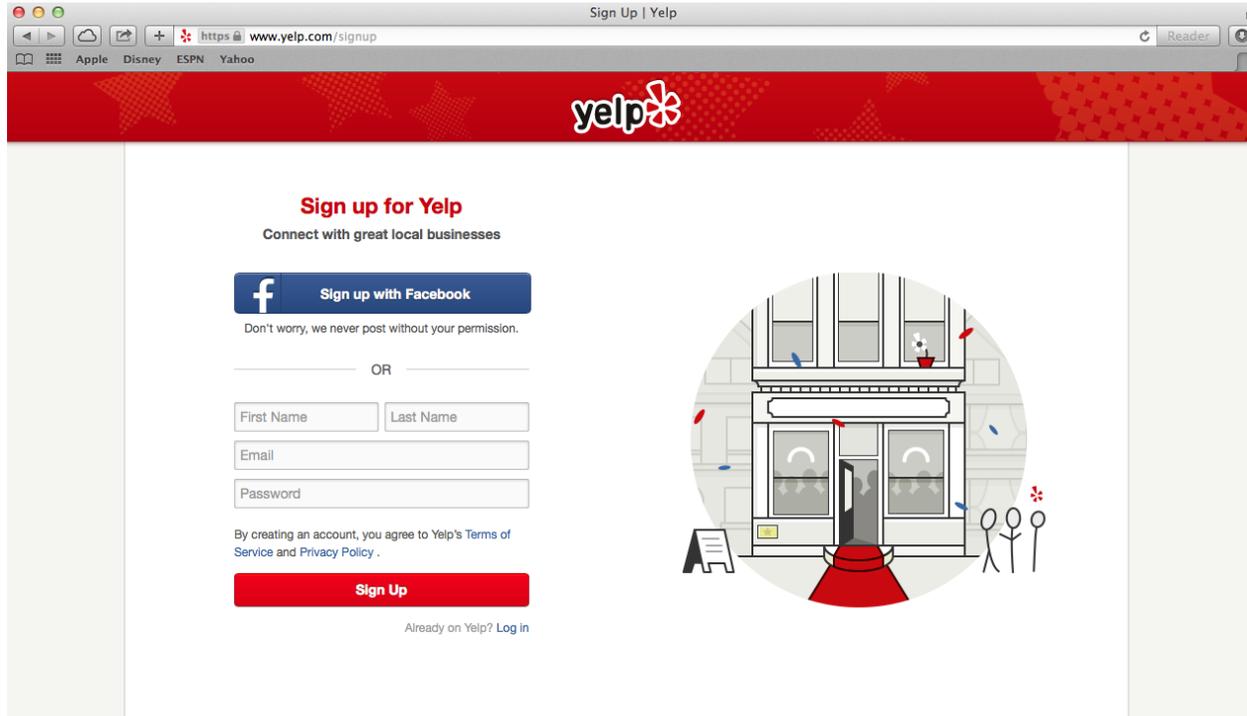
<http://www.yelp.com/lake-forest-il-us>

To create a Business Owner Account:

1. Go to <http://www.yelp.com/lake-forest-il-us>
2. Search for your place of business
3. Select the listing you are interested in
4. Click “Work Here? Claim this Business”



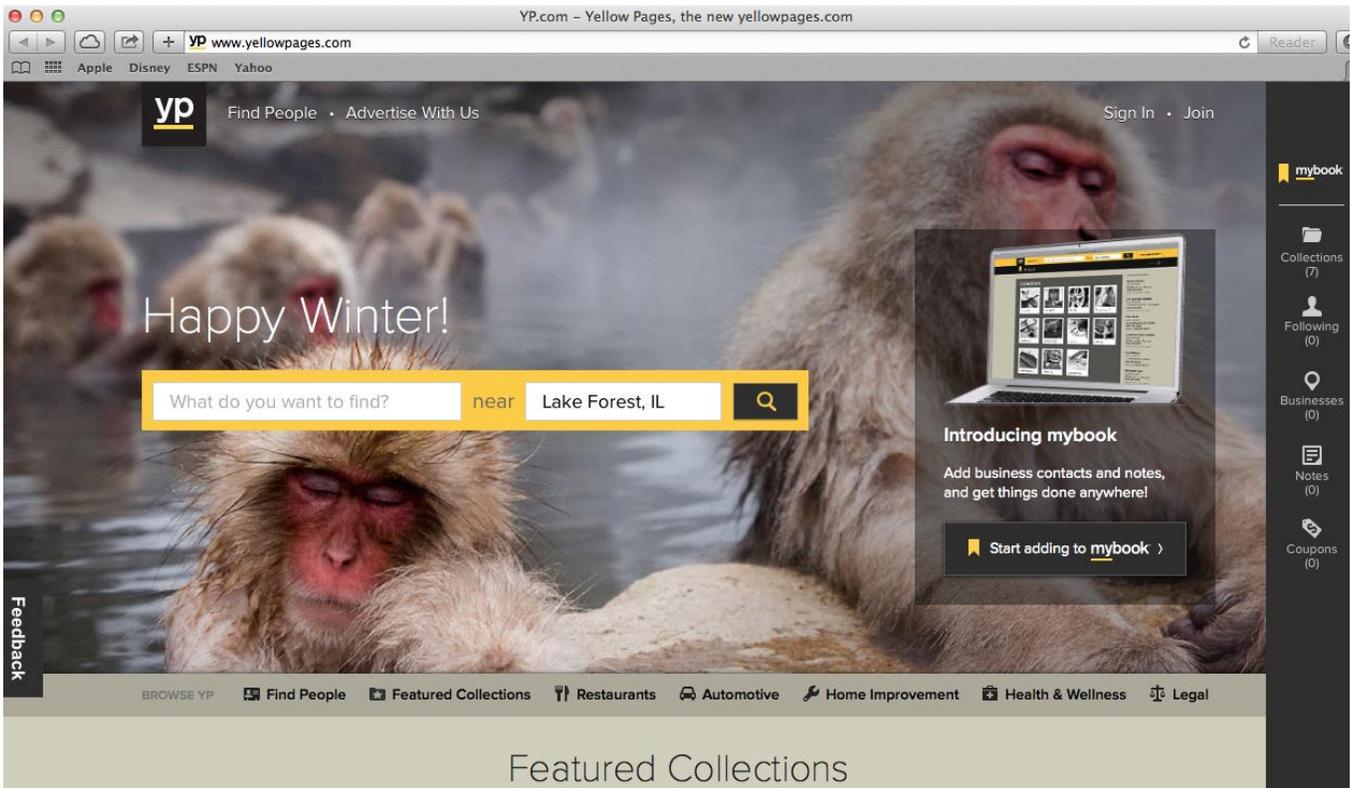
5. If you already have a Business Owner Account, sign in. If not, create a new account



6. Once you have created your account, you are free to update the page, add photos, descriptions, etc.



YP.com (YellowPages.com) is a leading local marketing solution provider dedicated to helping local businesses and communities grow. The website provides customers with a listing of your business that includes contact information, location, store hours, payment method, services provided, etc. Customers are also given the option of writing a review to leave on the page for others to see. It is compatible with mobile devices such as smartphones and tablets. Claiming the business listing as your own allows you to add your basic contact information, descriptions of the place of business, and link to your website.



<http://www.yellowpages.com>

Lake Forest Flowers Lake Forest, IL, 60045 - YP.com

www.yellowpages.com/lake-forest-il/mip/lake-forest-flowers-473704742?lid=473704742

Apple Disney ESPN Yahoo

YP Browse lake forest flowers near Lake Forest, IL Sign In Join

Home > Florists near Lake Forest, IL > Lake Forest Flowers

Lake Forest Flowers

★ ★ ★ ★ ★ (3)

OPEN NOW

Today: 9:00 am - 5:00 pm

546 N Western Ave, Lake Forest, IL 60045

(847) 735-0094

Visit Website Email Business

Add a Photo

Personalize this business! Add a personal note here, and keep this business handy in mybook! [mybook it](#)

BUSINESS DETAILS | **REVIEWS**

Hours: Regular Hours
Mon - Sat 9:00 am - 5:00 pm

Extra Phones: Primary Phone: (847) 234-0017
Primary Phone: (847) 234-0533
Phone: (847) 234-0017
Phone: (847) 234-0533
TollFree: (800) 533-8822

Brands: 1-800-Flowers, teleflora

Payment method: Amex, Discover, Master Card, Visa

AKA: Lake Forest Florist

Other Link: <http://www.lakeforestflowers.com>

Categories: Florists, Garden Centers, Gift Baskets, Plants, Gift Shops, Wedding Supplies & Services

[Improve Business Info >](#) | [Claim this Business >](#)

FEATURED COLLECTION

Bill And Giuliana: Our Chicago
13 businesses in this collection

[View All Featured Collections >](#)

PEOPLE ALSO VIEWED

Classic Floral Design

Sun Room
546 N Western Ave, Lake Forest, IL

Edible Arrangements

Feedback

mybook

Collections (7)

Following (0)

Businesses (0)

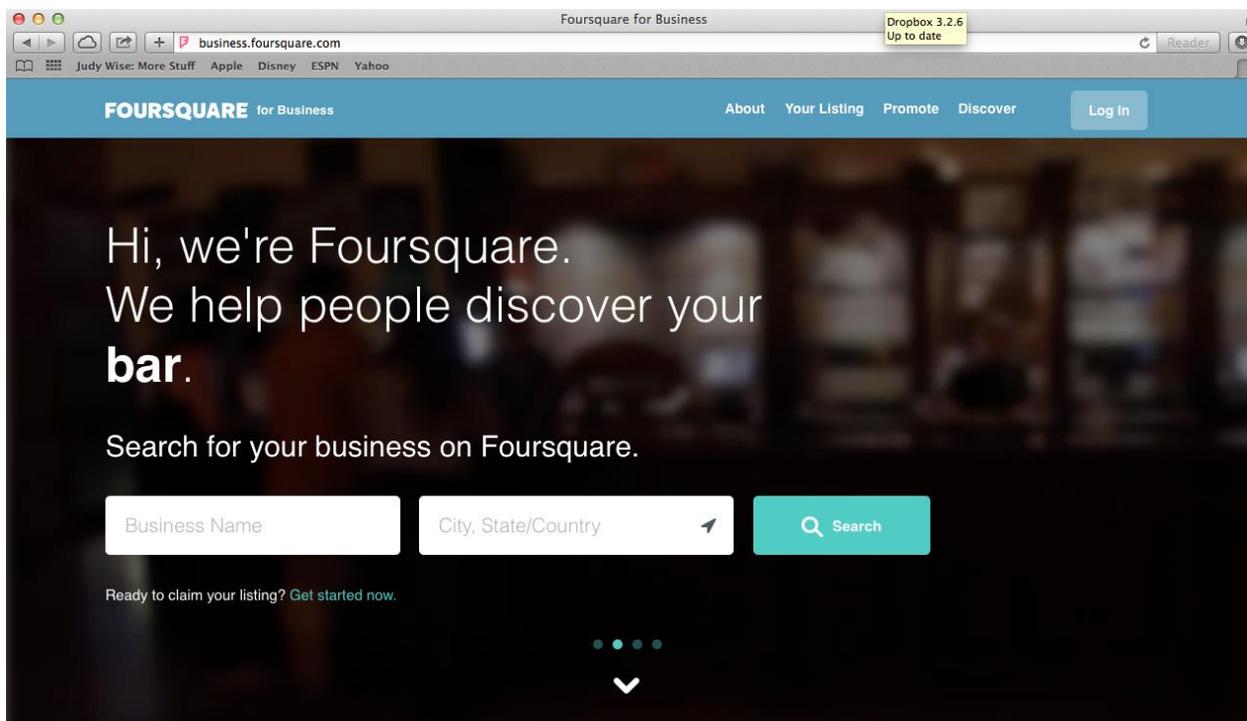
Notes (0)

Coupons (0)

(Example of the information provided on the business listing before it has been claimed)



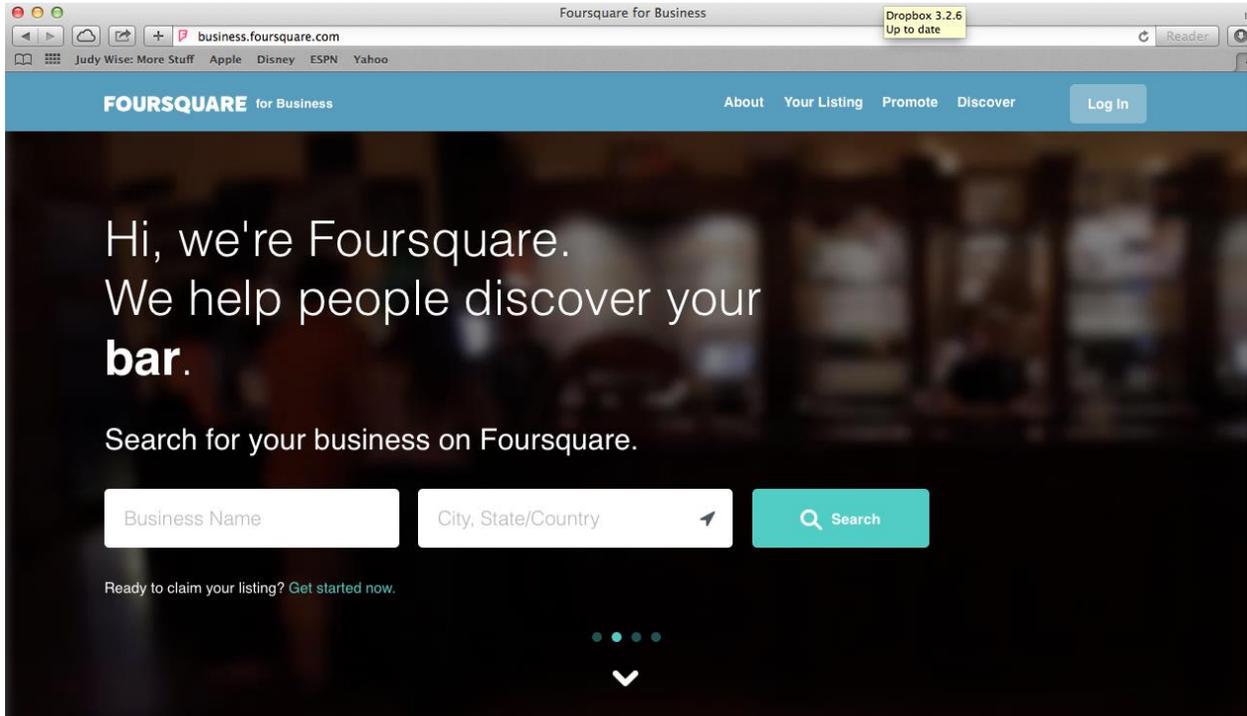
Foursquare is a free app that allows people to “check in” at the venue, business, etc. Checking-in earns users points and badges. By checking in, people are advertising to their foursquare friends that they are at your business. Foursquare provides people with recommendations on where to go to eat based off of past check-ins as well as where friends have checked-in. You have the option of offering a “check-in” special, where once someone checks-in to your business they can get for example, half off their appetizer or a free dessert.



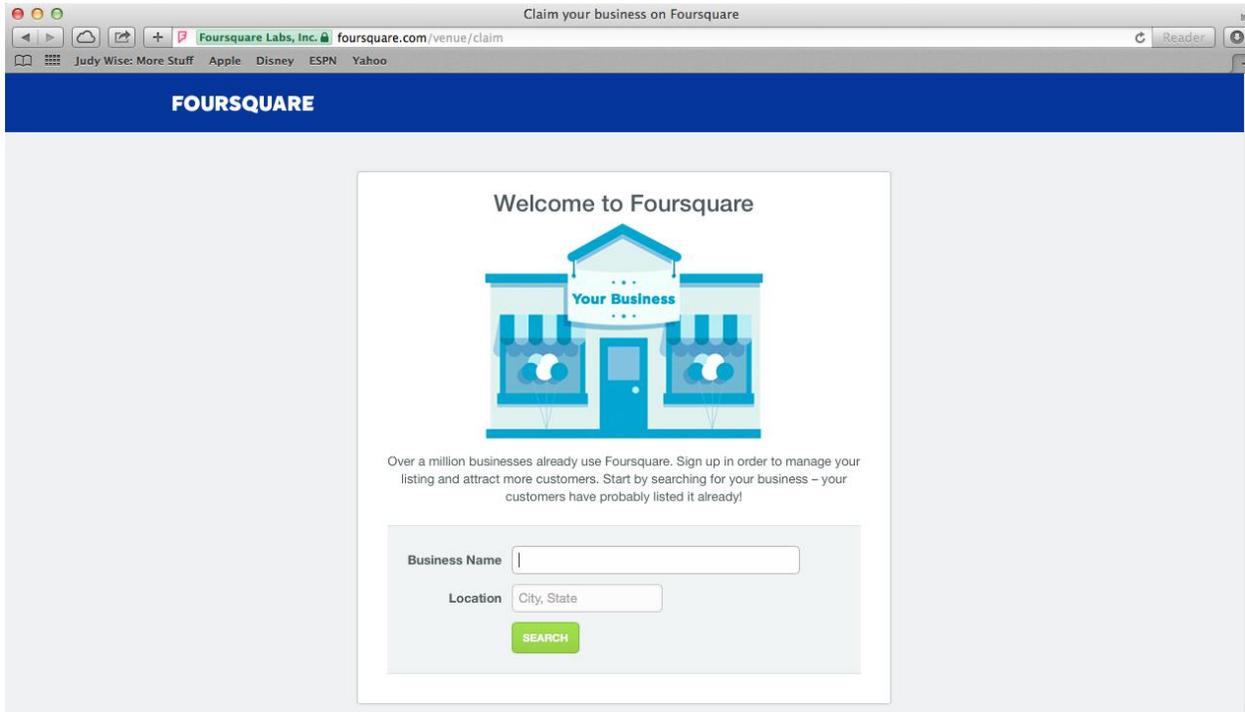
<http://business.foursquare.com>

To determine if your business is on foursquare:

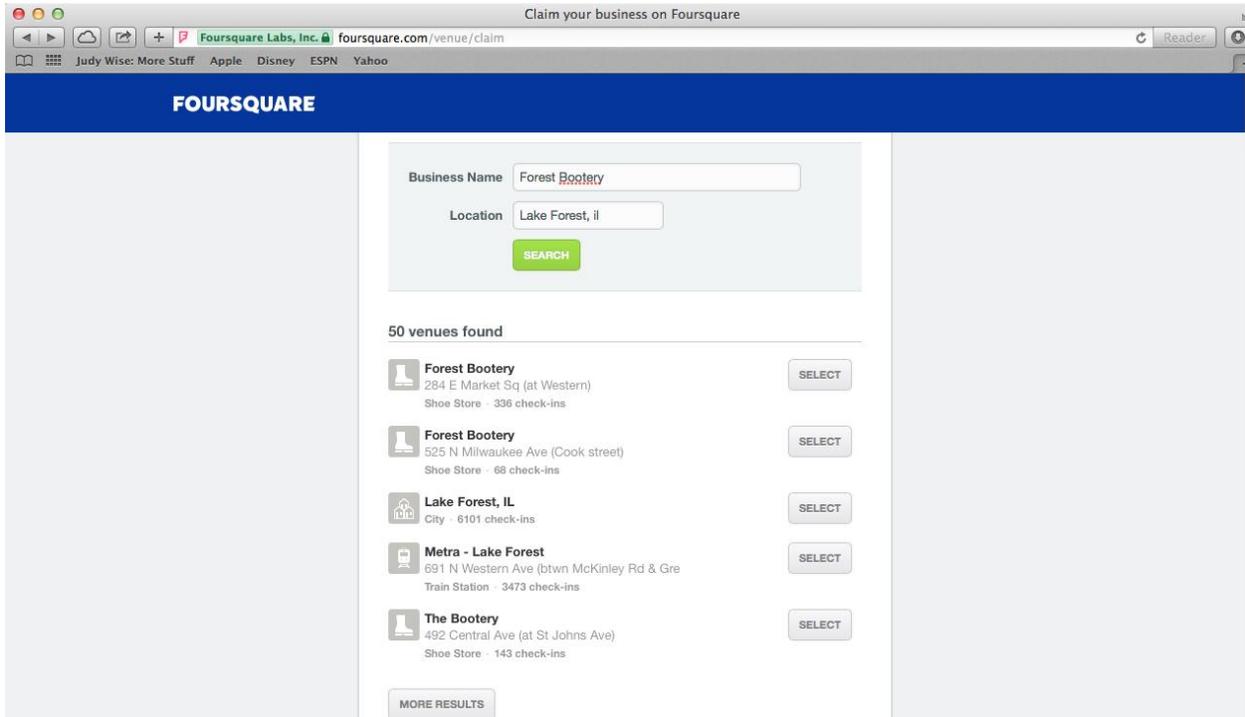
1. Go to <http://business.foursquare.com>
2. Click “Get Started Now”



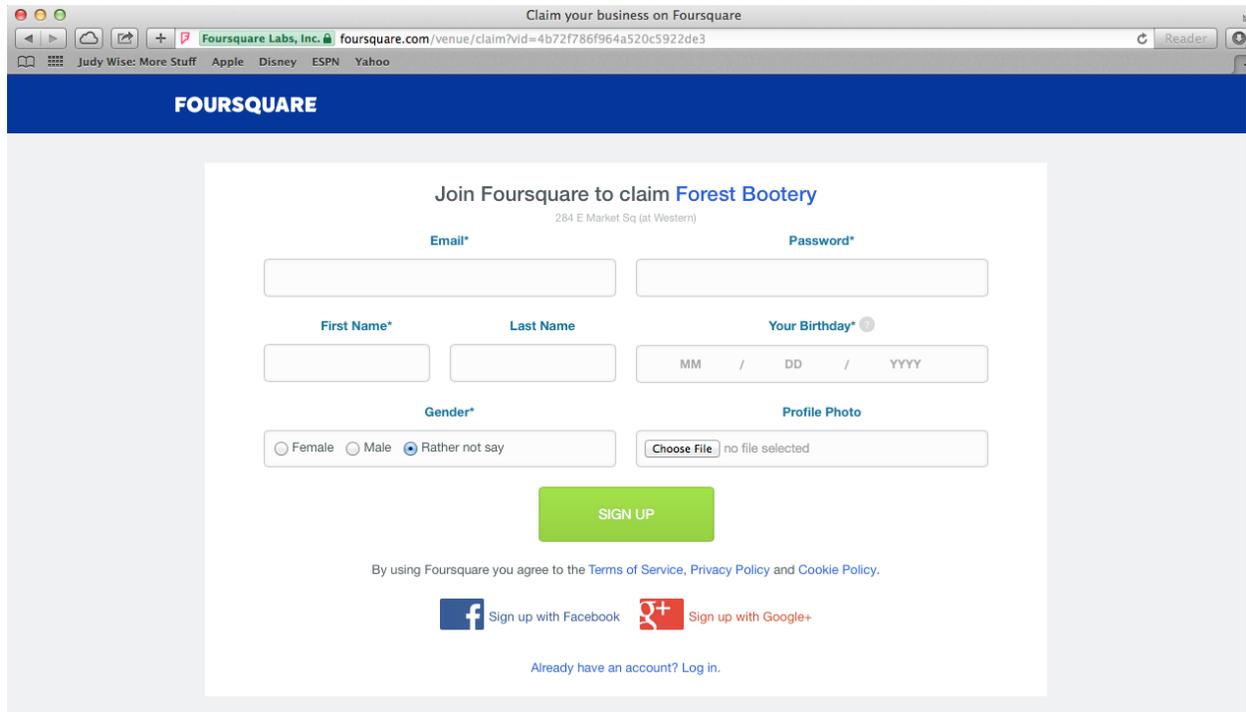
3. You will be redirected to a page that will ask you to enter your business name and location



4. After you type in your business information (ex: Forest Bootery) a set of listings will show up. Select the listing that you are interested in



5. Once you click the listing you wish to claim, you will be prompted to join foursquare in order to claim the listing and add a more detailed description, business hours, etc.

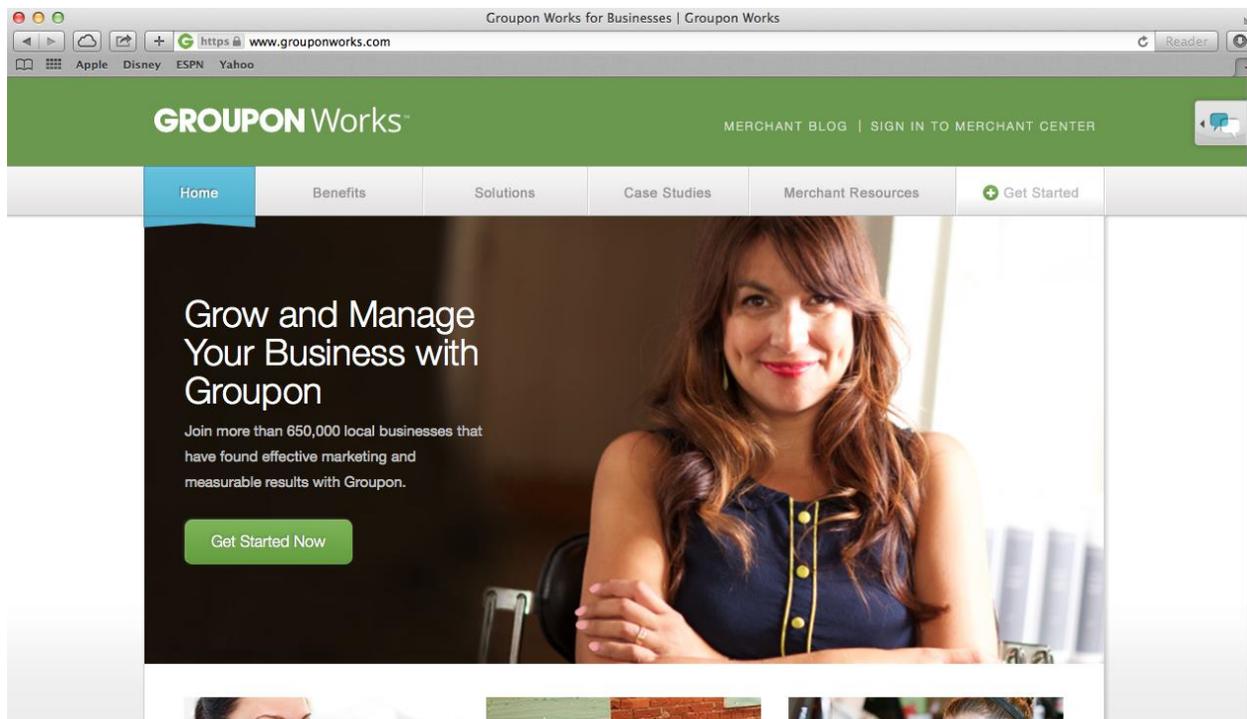


Below is an example of a sticker that can be placed in your business to alert people that you are on foursquare and they have the ability to check-in.



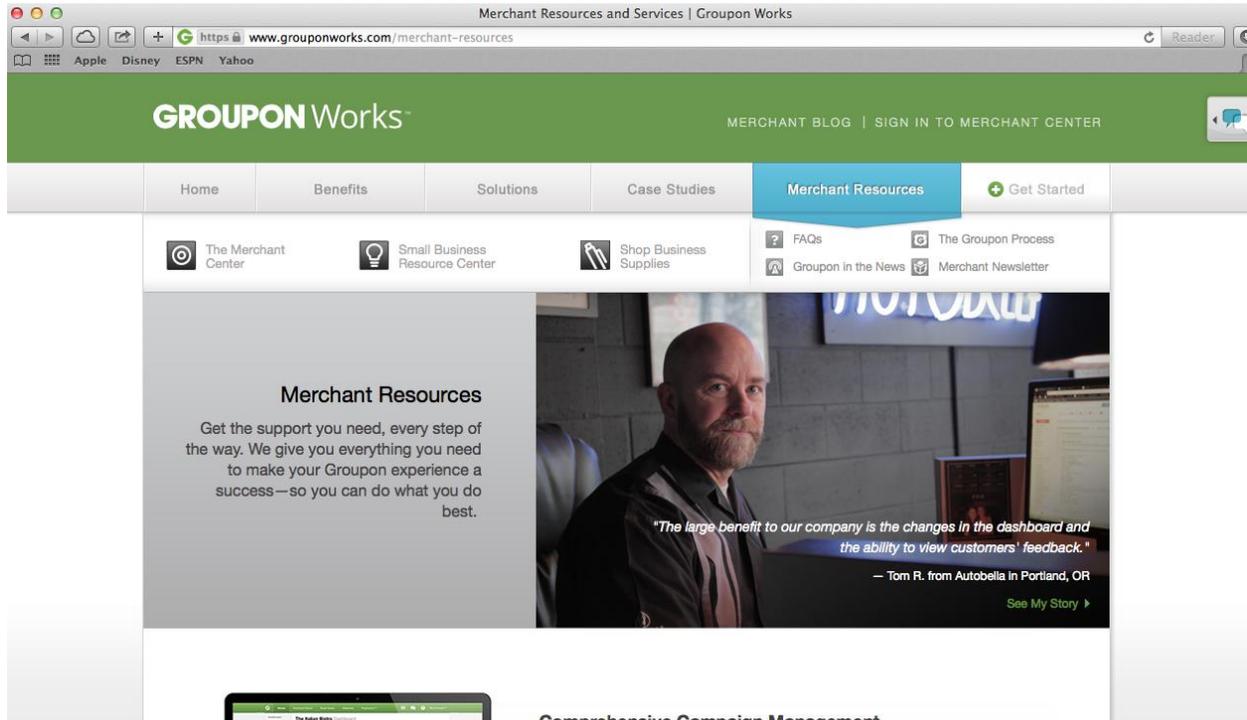


Groupon is a deal-of-the-day website that features discounted gift certificates that can be used at local or national companies. Every 24 hours Groupon will broadcast an electronic coupon for a restaurant or store in your city that recommends that local service as well as offering a 40% to 60% discount if you purchase that service. It is a free service to join and subscribers will receive email announcements describing the deal-of-the-day and if the customer likes the deal they can then purchase it from Groupon and redeem it in the store. Over 90% of customers plan to return to the business for which they purchased a Groupon.



<https://www.grouponworks.com>

The Groupon Works website (<https://www.grouponworks.com>) will provide you and your business with all the information and resources needed to create a Groupon offer that would be the most beneficial to your business. The website also gives you the option of speaking with a Groupon specialist by calling (888) 582-4354. They are available to talk Monday-Friday 8am-7pm CDT.



Under the “Merchant Resources” tab there is a “The Groupon Process” that provides you with a guide to Groupon.

amazonlocal

Amazon Local is a growing marketplace of businesses promoting everything from daily deals to unique experiences. The website will help your business grow by connecting you with Amazon customers. Every month, Amazon visitors spend 88% more money online than the average Internet user and make over \$22 billion in offline purchases. Amazon is ranked #1 in Customer Service and #1 in Customer Satisfaction.

National Deals: Today's Daily Deals - Amazon Local National

local.amazon.com/national

amazon local All Deals Travel Deals For Businesses Help

Get an extra 15% off sitewide

Shop by Category National Search National deals Hello, Sign in Your Account

Save up to 75% on **DEALS NEAR YOU**

NEW COURSES ADDED: **LEARN A NEW SKILL**

Best-Sellers

\$50 to Spend on Flowers and Gifts at Teleflora.com

Custom Pet ID Tag with Shipping

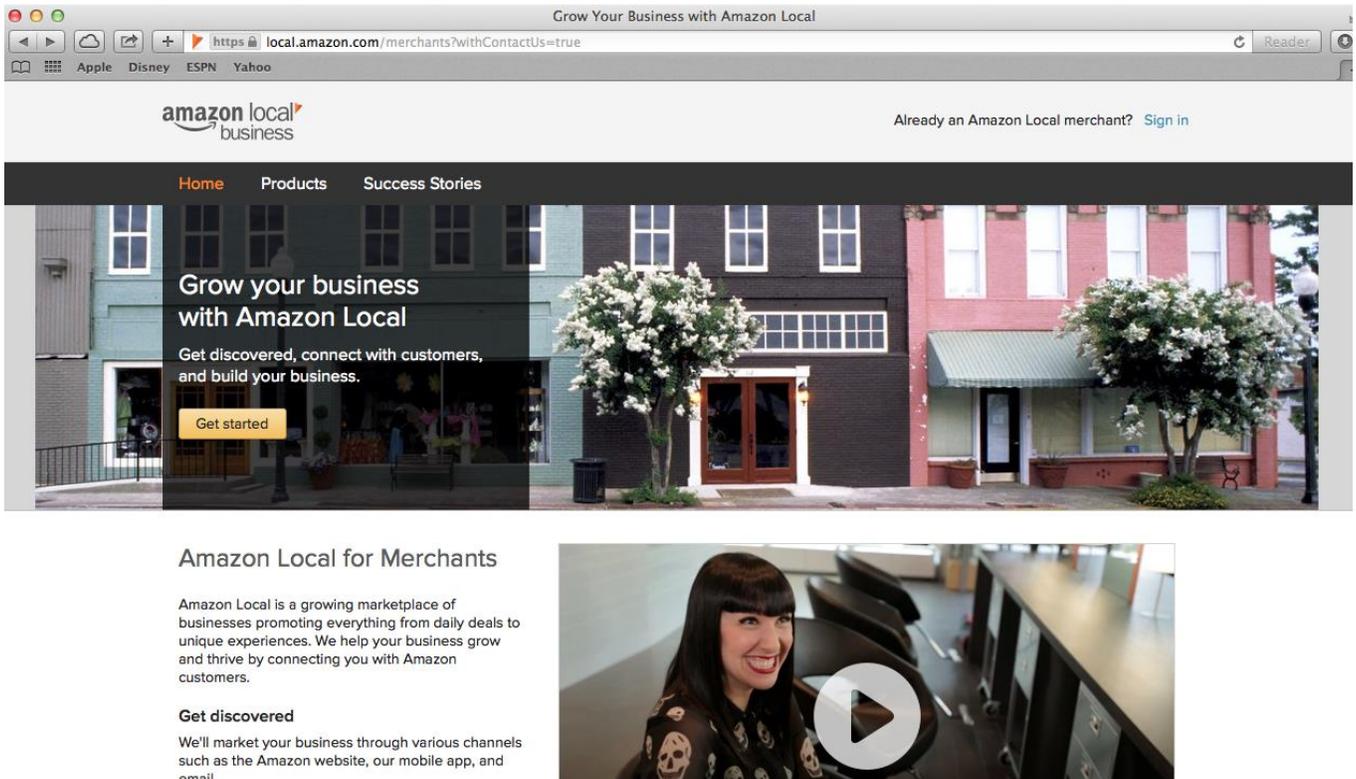
Customized Stamper: Rectangular, Round & More

Online Neuro-Linguistic Programming Course

<http://local.amazon.com/national>

To begin making an Amazon Local business account:

1. Go to <https://local.amazon.com/merchants/get-started>
2. Click the yellow “Get started” button



The screenshot shows a web browser window with the URL <https://local.amazon.com/merchants?withContactUs=true>. The page header includes the Amazon Local Business logo and a link for existing merchants to sign in. The main navigation menu has links for Home, Products, and Success Stories. A large banner image of a street scene features the text "Grow your business with Amazon Local" and "Get discovered, connect with customers, and build your business." Below this text is a yellow "Get started" button. Underneath the banner, there is a section titled "Amazon Local for Merchants" with a paragraph describing the marketplace and a "Get discovered" section. To the right of the text is a video player showing a woman smiling in an office setting.

amazon local business

Already an Amazon Local merchant? [Sign in](#)

Home Products Success Stories

Grow your business with Amazon Local

Get discovered, connect with customers, and build your business.

Get started

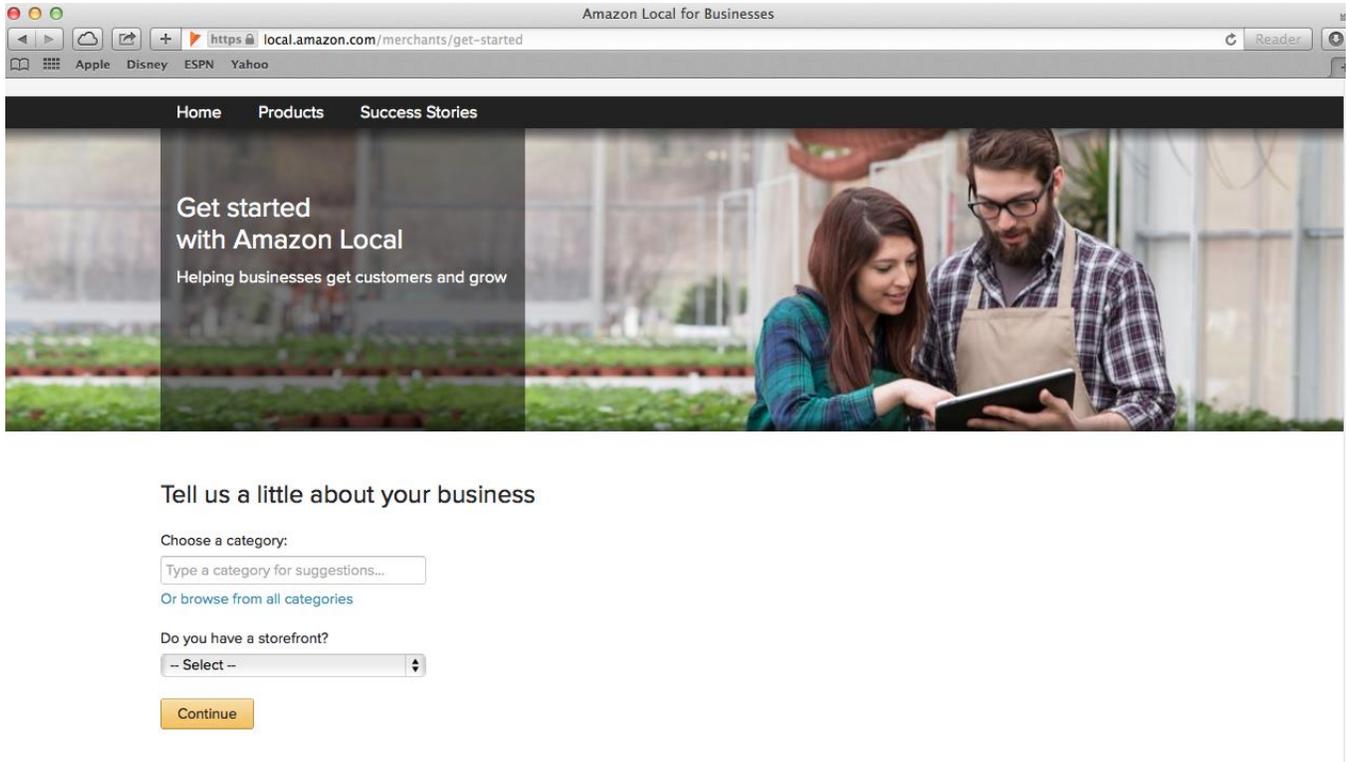
Amazon Local for Merchants

Amazon Local is a growing marketplace of businesses promoting everything from daily deals to unique experiences. We help your business grow and thrive by connecting you with Amazon customers.

Get discovered

We'll market your business through various channels such as the Amazon website, our mobile app, and email.

3. You will then be redirected to a page where you can enter information about your business. Once finished, click “Continue”



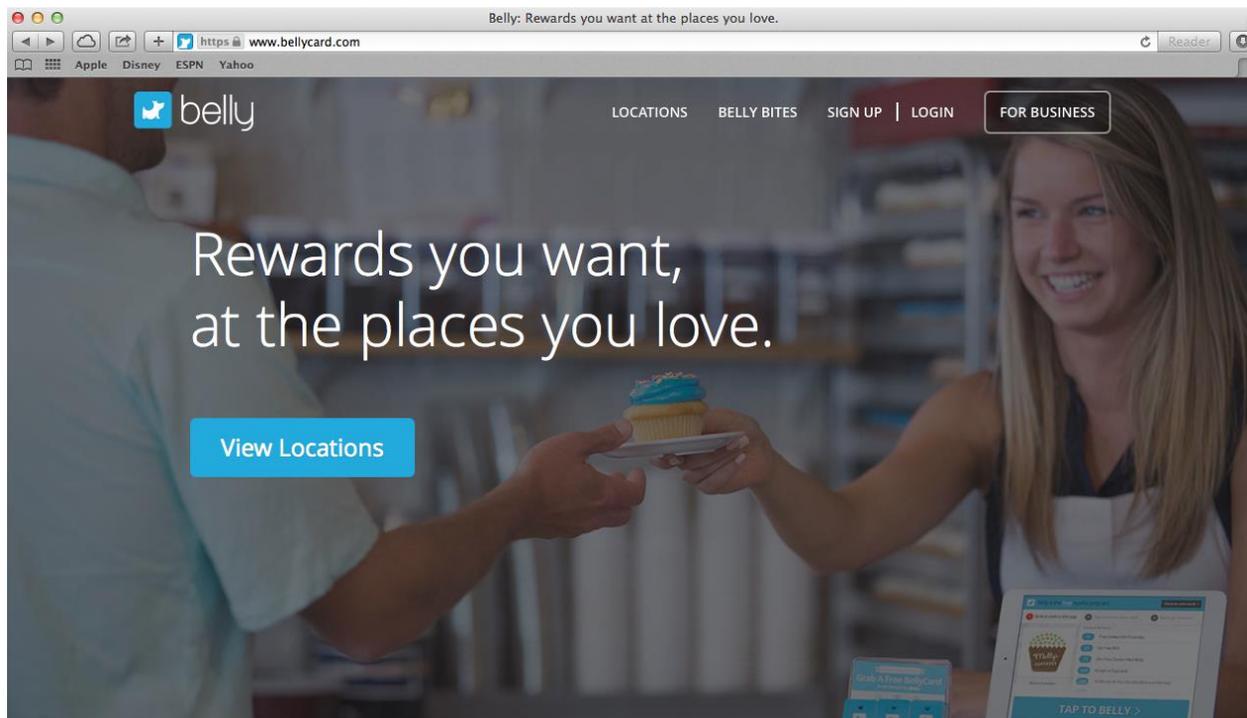
4. You will then be taken to a webpage where you will be asked to enter more information including contact information and business information. Once finished, click “Submit”
5. Amazon Local will then review your information and get back to you soon. They will then help share your offer with interested customers based on their preferences and location



Belly is a digital loyalty platform that allows customers the ability to earn points redeemable for unique rewards at that store. “Belly Members” download the Belly mobile app or use the universal Belly Card to earn points for rewards at any business subscribed to the Belly network. Belly uses QR codes with mobile apps and physical cards that allow customers to check in on the in-store tablet to gain points for repeat visits. These points can then be redeemed for unique rewards that are determined by each business. Over 90% of Belly Members who redeem a reward return to that business within a month.

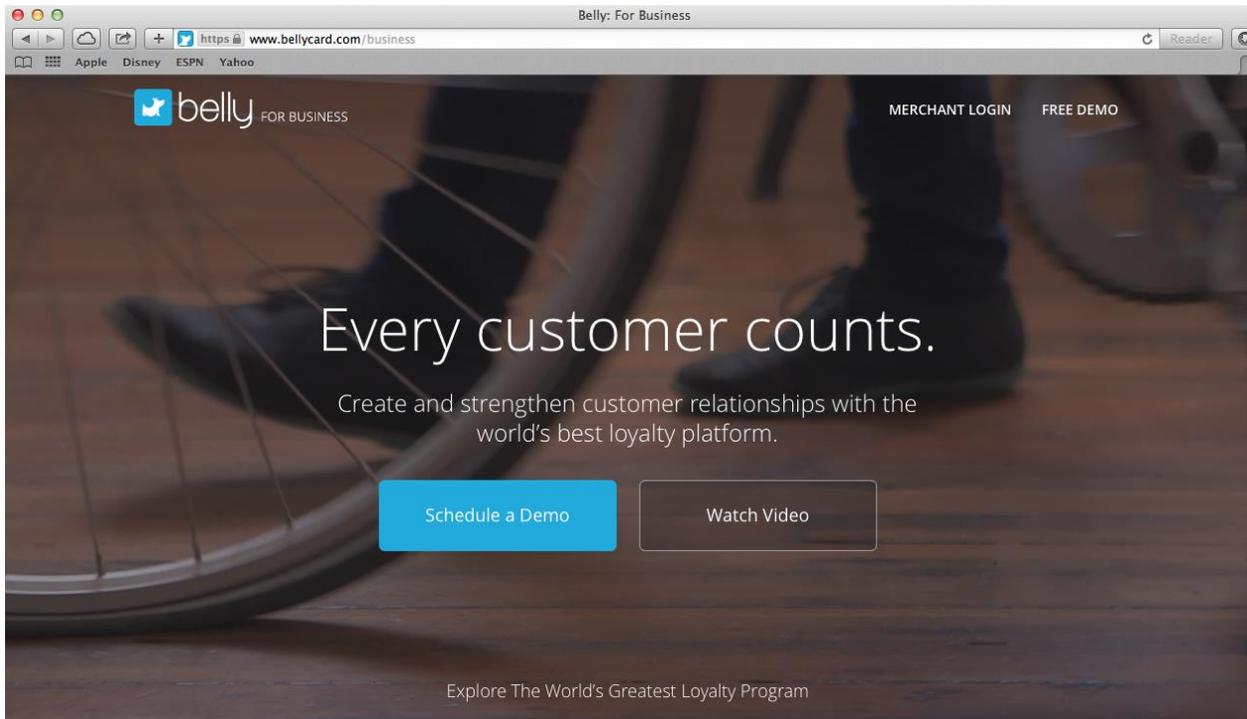
To get Belly for your business:

1. Go to <https://www.bellycard.com>
2. In the upper right hand corner, click “For Business”



(<https://www.bellycard.com>)

3. You will then be redirected to the Belly for Business page where you can sign up for a free demo



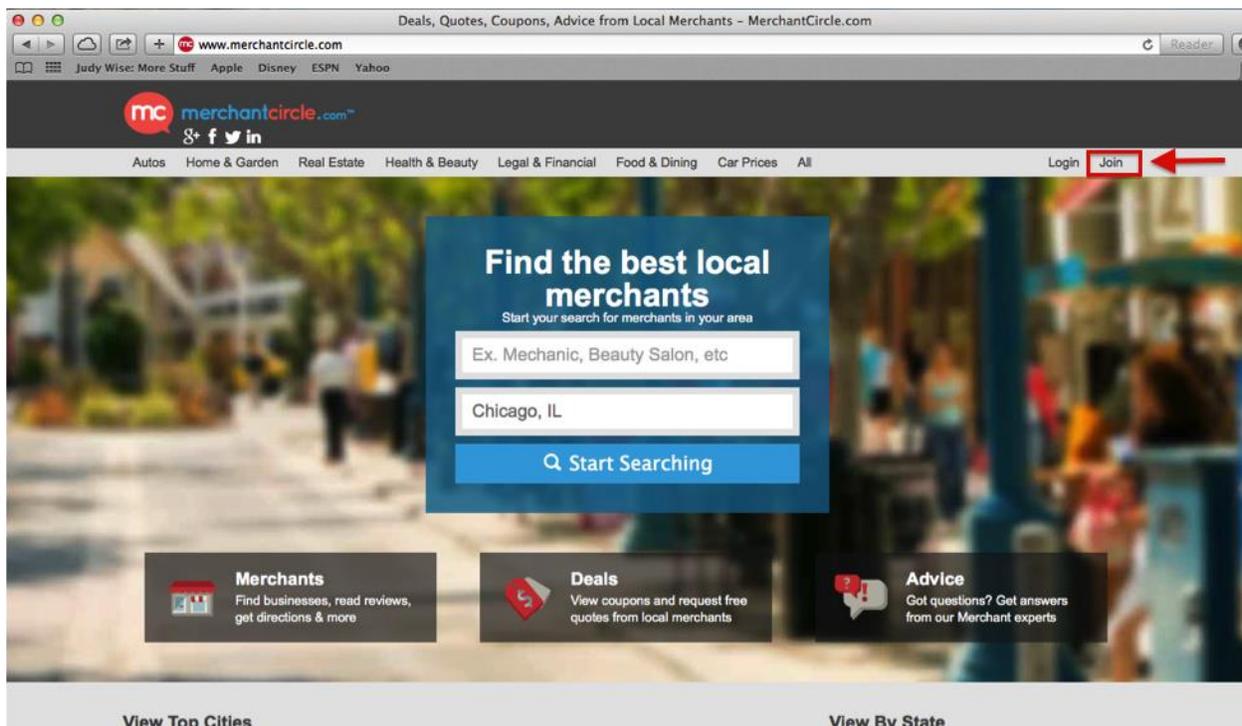
4. Once you sign up for Belly, you will be able to create digital connections, strengthen customer relationships, and enhance marketing efforts. Belly offers many tools such as loyalty, email, social, reputation, acquisition, mobile, data, and support



Merchant Circle helps small businesses network with other local businesses to reach local customers through free marketing tools and social media. Merchant Circle uses features from sites like YP.com, Citysearch, and Yelp alongside social media sites such as Facebook. The online directory is preloaded with business listings and information about the business such as an address, phone number, and a map. After claiming the listing the business then has the option to upload pictures, create coupons, and send online newsletters through Merchant Circle. It is also possible for people to pay for search engine advertisements through Merchant Circle.

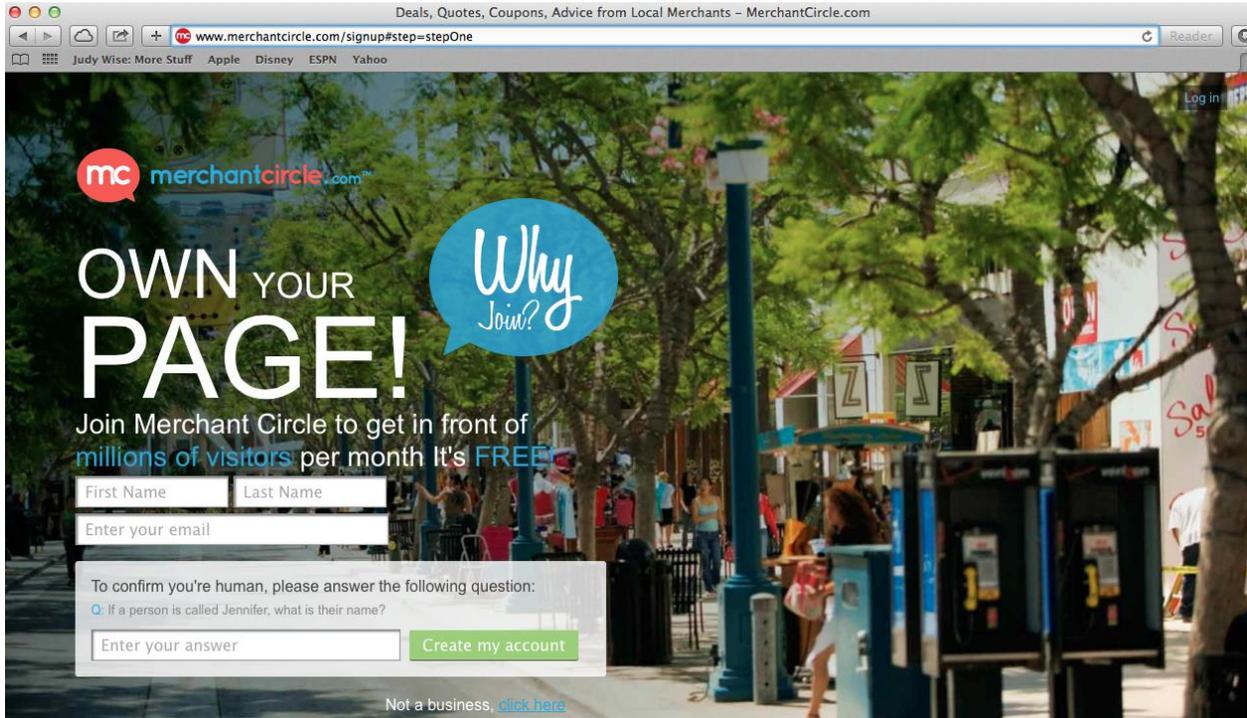
To claim a business listing as your own:

1. Go to <https://www.merchantcircle.com>
2. Click “Join” in the upper right hand corner



<http://www.merchantcircle.com>

3. You will then be prompted to enter your information and the information of the business



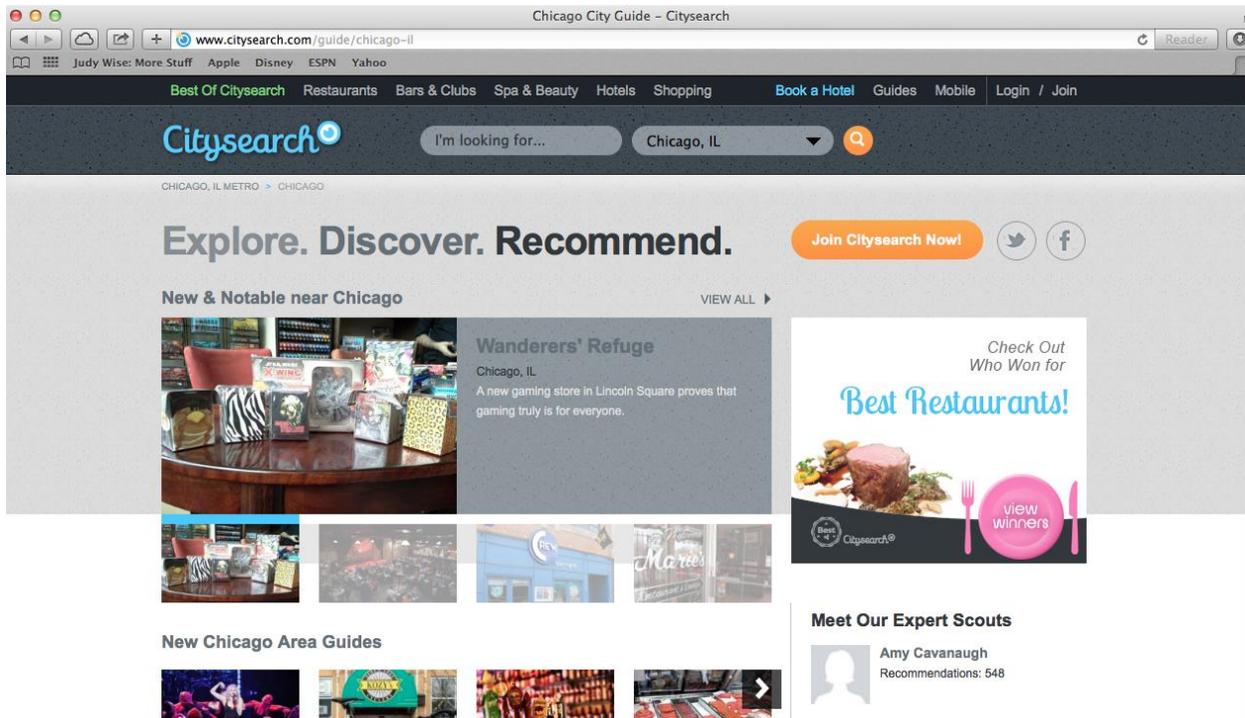
4. After entering the necessary information you are then able to “Claim This Business Listing” and add photos, create online coupons, send newsletters, etc. to your business listing



Citysearch is an online city guide that provides information about businesses in the categories of dining, entertainment, retail, travel, and professional services in cities through out the United States. Businesses are able to provide their contact information as well as a link to their website. This website prelists places of business with basic information, such as a short description, contact information, and business hours.

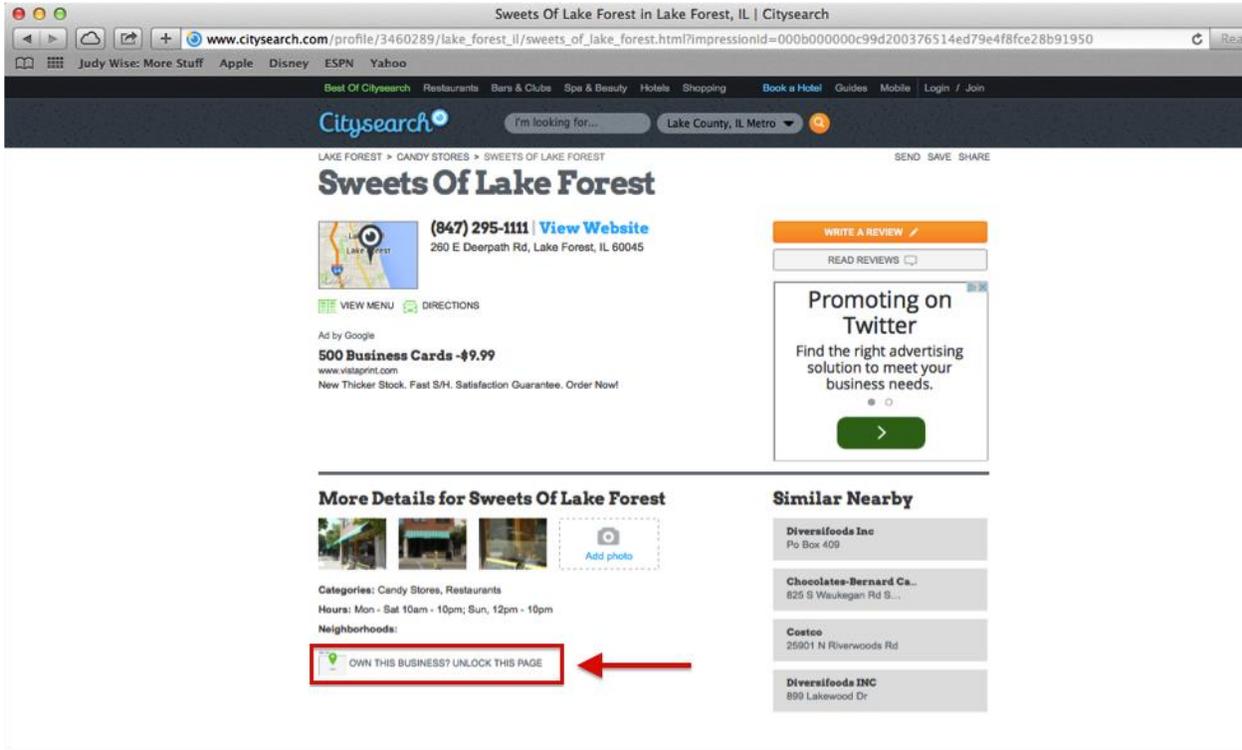
If you wish to add more to the business listing:

1. Go to <http://www.citysearch.com/guide/lake-forest-il>
2. Type the name of your business into the “I’m Looking For…” search box
3. Click the business listing you are interested in



<http://www.citysearch.com/guide/lake-forest-il>

4. At the bottom of the page, click “Own this business? Unlock this page”

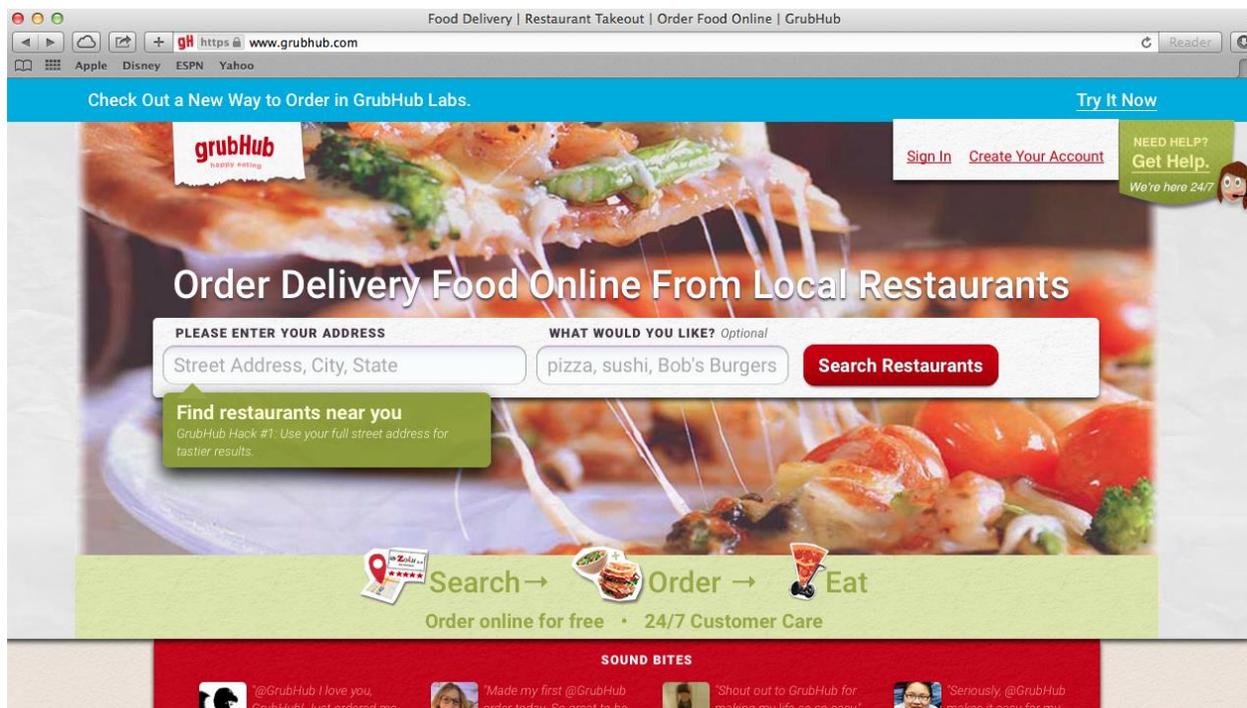


5. Create an account to complete your claim. (You will then be able to add photos, list a menu, etc.)

grubHub®

happy eating

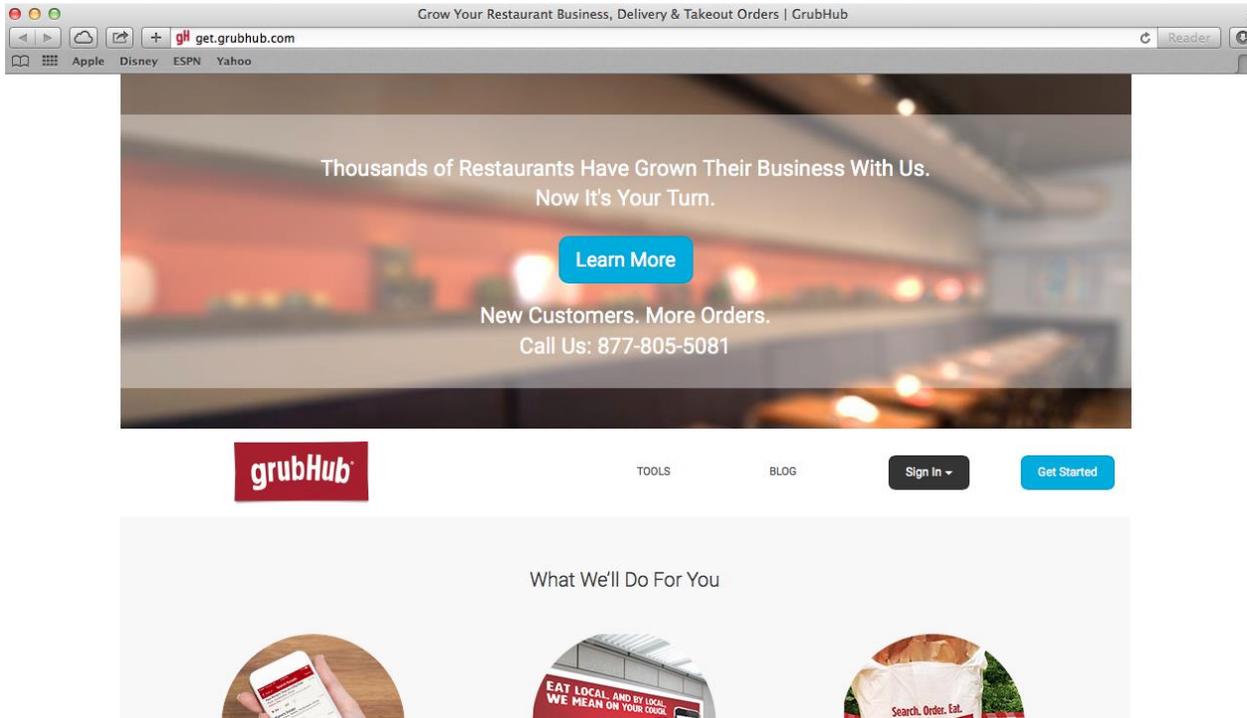
GrubHub is an online and mobile food ordering company dedicated to connecting diners with local takeout restaurants. The company's online and mobile ordering platforms allow diners to order directly from over 30,000 takeout restaurants. Diners who order through grubHub's free website or mobile apps can pay with cash, credit or PayPal.



<https://www.grubhub.com>

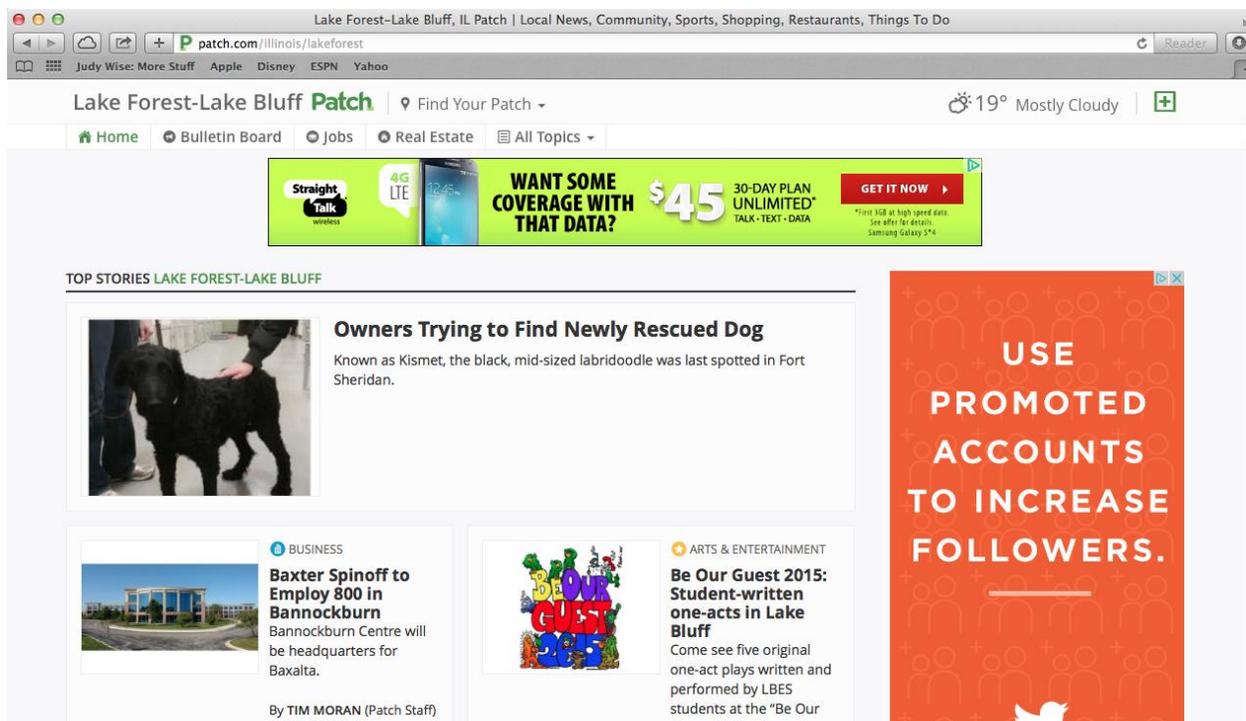
Navigating to <http://get.grubhub.com> will provide you and your business with all of the information about growing your business with grubHub. Once you set up your account, grubHub will put your restaurant online with the other 30,000 restaurants that are already accepting orders online through their system. They will also enhance your exposure and send you orders.

To start your account, simply click “Get Started” and fill out all the necessary information. Once finished, grubHub will contact you shortly with more information.



Patch

Patch is a community-specific website that provides comprehensive and relevant news and information on a local and national level. Through Patch people are able to keep up with news and events in the community, check out photos and videos around town, learn about the local businesses, participate in discussions and so much more. People have the opportunity to comment on stories, post photos, events to the community calendar, and businesses can also start their own blog.



(<http://patch.com/illinois/lakeforest>)

If you want to be kept up-to-date with all of the latest information that is happening in the community you have the option to sign up for the newsletter (scroll down to the middle of the page, far right).

