



**MaxMeyerPlus**

# Get Started on Social Media

MaxMeyer Plus is here to help you get started with social media in the accident repair market.

## What is Social Media?

Social media is a term that covers the new 'online' technology used to carry out traditional methods and approaches of running a business, especially in the marketing area:

- *Traditionally we networked by meeting face to face, in the pub, in work meetings/events etc.*
- *Traditionally we spoke to customers and friends face to face to gain their views, let them know what we were doing, keep them updated etc.*
- *We still email people to say thanks, pass on news, views etc.*

*People (Bodyshops, Distributors and Suppliers) now use Social Media for all these activities.*

## How can Social Media help your bodyshop?

- You can promote your bodyshop services to potential local customers
- You can conduct customer and repair industry research
- You can increase your own industry awareness
- You can converse with customers, bodyshops, Insurers, etc.
- It will give you topics and ideas to discuss with your repairers.
- It will help to get your name noticed

**What are the options I should start with?** Start off simple, set up a facebook page, a twitter account and join LinkedIn.

**How much time will it take?** Minutes, but it can be a distraction so set yourself a set time – say 30 mins to start off with and then the rest will depend on the answer you give to the question below...

**What should I do first?** Take a bit of time to research to give you ideas of what you want. Look up what bodyshops, distributors and sales people etc. are doing by going onto Twitter.com Facebook.com and LinkedIn.com and enter 'Bodyshop' /'accident repair' / or similar words into the search option. This will lead you to some Industry sites and you can get some ideas.

### **OK but what's the difference between the Social Media 'platforms'?**

The best way to find out is to try them, but here is a brief overview of the 3 main ones to start with:

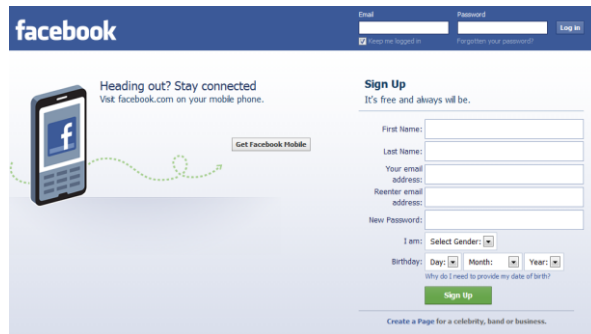
1. **Facebook** – Is a well-known site for updating what's going on, posting pictures, writing comments etc. Over 50% of its users are over 35 so it's not just for teenagers. Users post comments on service received & businesses use it to promote offers, chatting, advertising & gaining feedback. When bodyshops create a profile, it is advised that they upload photos of their premises, work carried out or any special offers/services.
2. **Twitter** – Is an online forum for passing on information. Users have 140 characters which is approx. 20 words to use for chatting, raising awareness and gaining & giving information.



**3. Linked In** – Is a business networking site useful for gaining introductions, making contacts, gaining repair industry information, discussion forums & recruiting staff. Think of this as Facebook for professionals! Users add to their profile and start to make connections; so if you want to communicate with people in the Industry; be it Repairers, Insurers, Work Providers, Suppliers, Industry bodies etc. this is a good tool to use. You can ask people you know to introduce you to, or ask questions etc., to people you would like to know.

## How to set up your accounts

[www.facebook.com](http://www.facebook.com). Facebook have a really easy to use set up. Go to [www.facebook.com](http://www.facebook.com) and follow the instruction page to log in. Just below the sign up boxes, there is a 'create a page for a celebrity or business link'. Simply click on this and this will take you through how to set up a page and what to do in easy steps.



## Key terms

Status update	Brief description, posted to a microblog, or social network with microblogging features (e.g. Facebook), of what a user is doing or feeling in real time
Wall	On Facebook, a shared message board regarding an individual user that appears on the user's profile. A user's friends can post content, such as text, photos, or URLs, to the wall, and others can either like or comment on that content
Like	Users can opt in to connect with a Facebook page and thereby become a "like".
Check-ins	Users can share their location on Facebook using a mobile application.
Fan	A user that has "liked" a FB page
News Feed	The view of aggregated posts generally ordered by time

## Setting Up a New Facebook Page

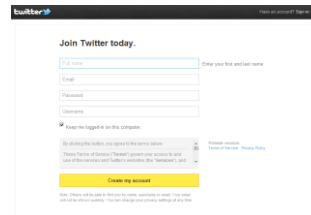
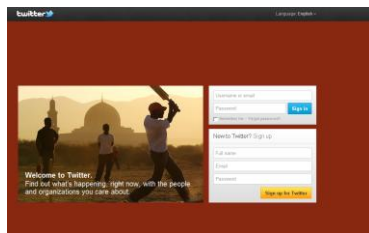
1. Go to <http://www.facebook.com/pages/create.php>
2. Choose the type of business, brand or organization

The category and sub-categories can be easily changed later

The name of your page cannot be changed after you have 100 likes

3. If you do not have an existing FB account create a new one
4. If you already have a FB account log in
5. From your new page click the "edit page" button and update your settings, permissions, information and picture

[www.twitter.com](http://www.twitter.com) Twitter is very easy to set up and go with – log on it and it will take you through a very quick and easy set up.



## Key terms

Tweet	posts on Twitter by twitterers
Retweet	A Retweet is a repeated tweet. It is sometimes used in a reply to allow everyone to see the original tweet. It is also used to forward a message onto one's own followers.
Hashtag	The community-driven practice of tagging an individual tweet by using a hash in front of the tag. Example: Putting #accidentrepair in a tweet about Accident Repair. Hashtags allow the community to easily stream a particular subject.
Tweeting	The act of posting to Twitter.
Follow	The act of signing up to receive the tweets of another <a href="#">Twitter</a> user.
Follower	A person who has signed up on <a href="#">Twitter</a> to receive your tweets

[www.linkedin.com](http://www.linkedin.com) Again, this is easy to set up. It is advised to spend time filling in your profile, as the more information and the more interesting you make it, the more people will know about you - research some profiles to see the good ones and the poor ones. Set up your own personal profile and then look at groups, read the discussions, join them.



<b>Connection</b>	On <a href="#">LinkedIn</a> , a user who is accepted into an individual's social network
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**Remember** - Social Media allows you to

- Listen to the marketplace
- Converse with the marketplace
- Increase your or your customers' market presence

The best use and results of Social Media come from being interesting and not from selling; it is advisable to not use it to 'sell, sell, sell' as it has been found that people will switch off. The purpose of Social Media is to get in touch and communicate with people, not just to collect numbers.

The key beauty of Social Media is that it is totally mobile – the majority of social media activity takes place on mobile phones, so Facebook, Twitter & LinkedIn can be downloaded free of charge onto any Smartphone for ease of use.