

Using Social Media to Promote Businesses

Social media is an important aspect of marketing a business now that nearly all of our clients have access to the Internet. Even for clients who perform many tasks the old-fashioned way, many of those people still prefer e-mail to snail mail. With this client base in mind, indexers need to market using the technology their clients use. This allows clients to review indexer qualifications on their own time, so indexers are not disturbing clients with unexpected phone solicitations. Though these phone solicitations do have a place, they should not be the only avenue for marketing in an age where technology is involved in almost every aspect of life.

In using social media websites, indexers should use a professional headshot. This emphasizes that the indexer is a professional in the business and takes the indexing job seriously. It also helps promote an indexer's brand and professional image.

LinkedIn

LinkedIn is a good place to post a resume, but to receive job referrals from this site, indexers need to be active participants. By updating various aspects of the profile, indexers will consistently be mentioned in the LinkedIn updates that are periodically sent out to all of the indexers' connections.

Indexers should make connections with their clients. This will help them to obtain positive recommendations. Making unsolicited recommendations to connections is a good idea, but if a connection recommends an indexer, the indexer should not immediately return it, else it will look like the two people agreed to exchange recommendations.

Answering questions and posting comments also helps one remain active. Answering enough questions on a related topic will allow indexers to be considered experts in that area, and people may then want to become connected to those indexers. Also, indexers should ask questions that are thought-oriented and consider including a specific scenario. These questions help to spark conversation.

Another way to become more active on LinkedIn is to frequently update your status. Though this should not be updated as often as on Facebook or Twitter and should be more professional, it can be used to promote events and products. The status should be updated once a day or week and give some sort of added value.

Two books that are helpful in learning the ins and outs of LinkedIn are *LinkedWorking* by Frank Agin and Lewis Howes and *I'm on LinkedIn—Now What???* by Jason Alba.

Facebook

When completing a profile on Facebook, some of the questions can become very personal. Indexers must remember that whatever they type can be viewed by anyone who lands on their pages unless the privacy settings have been adjusted. Therefore, one should not add information that is too personal or information that they would not want to share. *Would it be okay if my mailing address were printed in a national newspaper?* If the answer is "no," then one should not add their mailing addresses to their profiles. In addition, one should not go into too much detail about previous positions. Indexers should focus more on the services they currently offer.

In addition to having a profile, indexers should create fan pages for their businesses and request that clients become fans of these pages.

With this in mind, if indexers enjoy Facebook for personal use, they should have separate accounts for personal and business relationships. In addition, indexers should be careful that their personal accounts do not negatively affect their business brands. Indexers should not connect to friends and family with their business accounts. Although Facebook participants cannot control what people say on their walls, they can control who they are connected to.

BY APRIL MICHELLE
DAVIS



Founded in 2001 by April Michelle Davis, Editorial Inspirations provides exceptional editing, indexing, and proof-reading services to both publishers and authors. Each task is approached with a greater understanding of the various aspects of the publishing process. The intent of the author and the publisher is always kept in mind—from the first word to well beyond the end.

With their business accounts, indexers should become fans of publications related to their areas of interest. Status updates can be longer than on LinkedIn and chattier.

Twitter

Twitter can seem simple enough because we are limited to 140 characters per tweet. However, there is a lot that can happen on Twitter. There are lists that you can join. There are certain ways to retweet something. There are specific characters to use when replying to someone.

Twitter has a much faster pace than LinkedIn. Twitter should be updated at least once a day, and sometimes more often. If we have to update the status at least once a day, how will we get our paid work done? There are programs, such as TweetLater where you can write several tweets and set them up to be posted at specific days and times.

Also, to help indexers' Twitter pages stand out, indexers should create backgrounds that emphasize their indexing businesses. This will support their professionalism and is a way to advertise.

Conclusion

All of these social media sites can be connected to one another. This will allow you to spend less time updating the status on each account. Twitter can be connected to LinkedIn and Facebook so that the tweets are fed into the other status updates. The social media sites have native applications to do this. However, to increase the amount of status updates we have, we can also link our blogs to the social media sites by

way of applications such as TwitterFeed.

Even if indexers do this, social media experts recommend that users spend 15 minutes per day on each social media site—5 minutes to update the status and 10 minutes to find other people or publications in related fields to follow or be connected to.

Each tweet or status update is a pebble, and social media can create the ripples in the networking pond that lead to new connections, clients, and projects. ●

Musings on Multitasking

I want to go back to the days before multitasking.

Well, I guess multitasking always existed, especially when taking care of children, or reading the paper while the kettle comes to a boil for a cup'a.

So I'll rephrase my complaint: I want to go back to the days before multitasking was lauded as a skill to hone, or a necessity to get ahead—or even to just keep up!

Is daydreaming while the page is loading considered multitasking?

I hope not.

— Naomi Linzer ●

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